



Profile

- Gender
- Age
- Education
- Marital Status
- # Children & Ages
- Works for...
- # Employees
- Title

Personality

Introvert Extrovert

Thinking Feeling

Judging Perceiving

Sensing Intuition

Brands They Follow

Roles

A Typical Day

Goals

Technology

Comfortable with Software

Uses Social Media

Uses Websites to Purchase/Evaluate

Challenges



Adjectives That Describe This Person in General

Adjectives That This Person Would Use to Describe Your Company

Adjectives That Describe This Person Before They Engage With You

Why is he/she buying from you?

Adjectives That Describe This Person After They Engage With You

Your Messaging