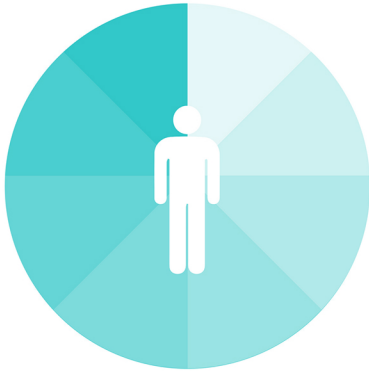


Audience Persona



Name

Age

Gender

Location

Job Title

What does their average day look like?

Goals

Needs

Challenges

Pain Points

Preferred content topics & styles

Content & communication dislikes