

TARGET AUDIENCE PROFILE

NAME

Give your person a name

ABOUT

Include Age, Job, marital status, geographical location, home owner, kids.

PERSONALITY

e.g fast decision maker, procrastinator, thinker, data driven.

PROBLEMS / PAIN POINTS / DESIRES

What problem do they currently have
e.g. Currently renovating, considering colours
e.g. time poor & overwhelmed parent/business owner

WHAT WOULD MOTIVATE THEM TO INTERACT WITH YOU?

INTERESTS

How does he/she spend their leisure time

SOCIAL MEDIA USAGE

What social media platforms does your person use?
When do they use them and what are they using each platform for?