



Psychographics

- Interests:
- Activities:
- Opinions:

- Lifestyle:
- Values:
- Personality:

Goals + Challenges

Information Diet

Persona Mapping

Pain Points

- Frustrations:
- Implications Personally
- Implications Corporately:
- How We Help:

- Blogs:
- Social Media:
- Trade Publications:
- Word of Mouth:
- MSM:
- Fringe Media:
- Industry Associations:

