

## CUSTOMER PERSONA

<p><b>Name &amp; Photo</b></p>	<p><b>Demographics</b>  Sex  Age  Single/Married  Children  Income</p>	<p><b>Personality</b></p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td style="padding: 5px;">Introvert</td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="padding: 5px;">Extrovert</td> </tr> <tr> <td style="padding: 5px;">Analytical</td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="padding: 5px;">Creative</td> </tr> <tr> <td style="padding: 5px;">Passive</td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="padding: 5px;">Active</td> </tr> <tr> <td style="padding: 5px;">Realistic</td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="padding: 5px;">Social</td> </tr> </table>	Introvert					Extrovert	Analytical					Creative	Passive					Active	Realistic					Social
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Passive					Active																					
Realistic					Social																					
<p><b>Bio</b>  Location  Education  Occupation</p>	<p><b>Psychographics</b>  Hobbies  Interests  Favorites</p>	<p><b>Motivations</b></p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td style="padding: 5px;">Belonging</td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="padding: 5px;">Independence</td> </tr> <tr> <td style="padding: 5px;">\$ reward</td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="padding: 5px;">Impact</td> </tr> <tr> <td style="padding: 5px;">Security</td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="padding: 5px;">Recognition</td> </tr> <tr> <td style="padding: 5px;">Comfort</td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="padding: 5px;">Adventure</td> </tr> </table>	Belonging					Independence	\$ reward					Impact	Security					Recognition	Comfort					Adventure
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<p><b>Pains</b>  problems and challenges</p>	<p><b>Gains</b>  to meet needs</p>	<p><b>Preferred Channels</b>  social media  email  traditional ads: tv/radio  podcasts  video</p>																								