

## SOURCES OF INFORMATION

Most Used Social Media:

Most Visited Websites:

Favourite Influencers:

Favourite Books:

Favourite News Sources:

Popular Events / Shows & Conferences:



**NAME:**

## DEMOGRAPHICS

Age:

Gender:

Marital Status:

Education:

Income:

## GEOGRAPHICS

Postcode:

City:

County:

Country:

Urban / Rural:

## PSYCHOGRAPHICS

Interests:

Priorities:

Values:

Desires / Prizes / Payoffs:

Mistakes / Obstacles:

Challenges / Pains / Problems:

## OTHER INTERESTS & INFORMATION:

What are the sources, symptoms, costs and consequences of their problems?

What questions do they ask at each stage of their buying journey?

What are the possible objections they have that need addressing?