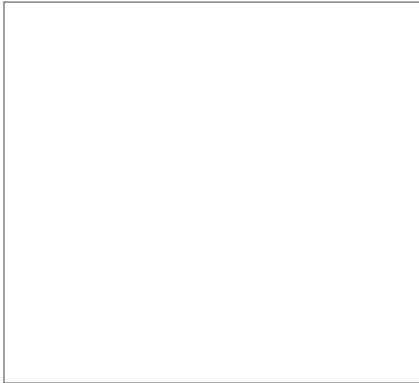


Persona: Your Audience

1 Name:	Birth Date:	Birth City:	Profile photo: 
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My personality **2**
What are some of my traits?
What are some of my drawbacks?

Pain **3**
Frustrations/Obstacles

Gain **4**
Wants/Needs

Think & Feel **5**
What really counts?
Worries & Aspirations

Archetype **7**
Which archetypes I'm mostly inspired by? (choose top 3)

My interests **3**
What is my favourite music, book, film? What are my hobbies?

Say & Do **6**
Behaviour towards others?
Attitude in public?