

# AUDIENCE PERSONAS

**Persona group:**

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**Profile name:**

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**Age:**

**Gender:**

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**Occupation:**

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**Location:**

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**Income:**

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**Education level:**

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**Website:**

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**Values:**

Interests, Hobbies, Aspirations

**Date:**

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**Environments:**

Sources of Information, Books, Social Media, Websites, Conferences

**Influences:**

What Family Says, What Boss/Peers Say, What Clients Say

**Obstacles:**

Life, Work, Family, Skill Problems, Fears that make them Ideal Target

**Website needs:**

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