

WHO IS YOUR CUSTOMER?

NAME: _____ AGE: _____ GENDER: _____
(ex: Janet Smith) (ex: 24) (ex: female)

FROM: _____ YEARLY INCOME: _____
(ex: Miami, FL) (ex: \$60,000)

DIG DEEPER

JOB: _____ SOCIAL MEDIA USE: _____
(ex: accountant for 3 years) (ex: Twitter daily)

SCHOOL: _____ NEIGHBORHOOD: _____
(ex: Florida State) (for local businesses) (ex: Liberty City)

NEWS: _____ OTHER INTERESTS: _____
(ex: reads local paper) (ex: softball)

GOALS

YOUR GOAL: _____ CUSTOMER GOAL: _____
(ex: sell online class service) (ex: further education)

TO DO

CHANNEL: _____ ADS: _____
(ex: twitter) (ex: promote tweets)

POST: _____ GOAL: _____
(ex: RE: your class) (ex: customer interactions)