

NAME: _____

MARKET 25% 50% 75% 100% OTHER: _____ %

SOCIAL MEDIA



QUOTE

DEMOGRAPHICS: HOME: _____ WORK: _____

AGE: _____ INDUSTRY: _____

GENDER: _____ TITLE: _____

ETHNICITY: _____ SALARY: _____

MARITAL STATUS: _____ TIME IN INDUSTRY: _____

PERSONALITY TYPE

IDEALIST REALIST

OPTIMISTIC PESSIMISTIC

EXTROVERT INTROVERT

BACKGROUND/HISTORY

GOALS (PERSONAL AND PROFESSIONAL)

- _____
- _____
- _____
- _____

MOTIVATIONS/STRENGTHS

FRUSTRATIONS/WEAKNESSES

SKILLS

- _____
- RATING: 1 2 3 4 5
- _____
- RATING: 1 2 3 4 5
- _____
- RATING: 1 2 3 4 5
- _____
- RATING: 1 2 3 4 5

TECHNOLOGY PREFERENCES

HOBBIES/INTERESTS

BRANDS AND INFLUENCERS

- _____
- _____
- _____
- _____