



Defining Our Key Targets



Psychographic aspect



- Values
- Hobbies
- Behavior
- Attitude
- Personality

Target Demographic



- Age
- Location
- Gender
- Income Level
- Education Level
- Marital Status
- Occupation
- Ethnic Background

Background



- Write details about your key targets background here
- Write details about your key targets background here

Key Goals



- Write down the key goals here
- Write down key goals here

Click to add speaker notes

