

Demographic	Example	Profile 1	Profile 2
Age range	26-50		
Gender	N/A		
Home status (own, rent)	N/A		
Education level	College		
Income level	N/A		
Occupation	Day job		
Their neighborhood			
Your neighborhood	Side lot off main 2-lane highway		
Description	Drive thru morning commuter wanting a quick, no-frills, coffee and fresh pastry.		
Motivated By			
What's important to them?	Fast service, great coffee, fresh pastries		
Preferred contact channels?	Email, text		
Hobbies and interests			
Entertainment choices	Radio or podcasts while driving		
Anxieties	Traffic, being late to work		
Desires			
Notes			