

<p><b>Profile</b>          Age:          Gender:          Education level:          Income:</p>	<p><b>Typical Day</b>          Arrival:          Departure:          # meetings:          Productivity:</p>	<p><b>Needs</b>          People:          Business:          Products:          Family:          Social:          Technology:</p>
<p><b>Job</b>          Title:          Reports to:          Budget:          Team members:          Management style:          Decision-making authority:</p>	<p><b>Internal Challenges</b>          People:          Processes:          Technology          Politics:          Metrics:</p>	<p><b>External Activities</b>          Family:          Hobbies:          Entertainment:          Exercise:          Organizations:</p>
<p><b>Marketing Goals</b>          Traffic:          Leads:          Sales:          Revenue:          ROI:</p>	<p><b>External Challenges</b>          Competitors:          Company Perception:          Brand equity:          Past performance:          Metrics:</p>	<p><b>Values</b>          Personal:          Business:          Family:          Politics:          Causes:</p>
<p><b>Internal Influencers</b>          Accountable to:          Pressured by:          Respects:          Listens to:</p>	<p><b>External Influencers</b>          Publications:          Events:          People:          Social media:</p>	<p><b>Objections</b>          Budget:          Culture:          Resources:          Supervisor:</p>