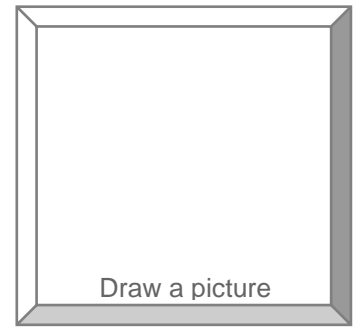


PERSONAL INFORMATION

Name	<input type="text"/>	Gender	<input type="text"/>
Location	<input type="text"/>	Age	<input type="text"/>
Position	<input type="text"/>	Industry	<input type="text"/>
Education	<input type="text"/>	Income	<input type="text"/>



Characteristics (describe this person)

What are his / her needs?

How do we meet his / her needs?

How does he / she use the internet? (Google, social media, websites, mobile, etc.)

What keywords does he / she associate with your business / products / services?