| | NAME: | Relationship to Company: (do they know you? how?) |
|--------------------------------------|--|---|
| photo | Proficiency with your product/service: | What do they read and watch online? |
| What problems do you solve for them? | | What questions do they have? |

PERSONAL DETAILS

| Age: | Experience goals: | | | |
|------------------------------------|-----------------------|--|--|--|
| Income: | | | | |
| Location: | Influences/referents: | | | |
| User type (proficiency, platform): | | | | |

