BASICS
Age
Location
Nationality
Ethnic Background
Gender

WORK & EDUCAATION
Education
Work Experience
Current Job
Income

RELATIONSHIPS
Relationship Status
Marital Status
Number of Children (if any)

BELIEFS, NEEDS & WANTS
Core Beliefs & Values
Fears
Life Goals
Things That Make Them Happy
Struggles
Needs
Wants

CUSTOMER PROFILE

PERSONALITY
Style
Personality
Role Models

DAILY LIFE
Typical Day
Thoughts First Thing in the Morning
Thoughts Before Sleeping at Night

MEDIA
Reads
Listens to
Watches
Social Channels

BRANDS
Brands They Love
Brands They Follow
Influencers They Follow

ACTIVITIES
Fun activities
Things to Unwind