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| Name: | Job Title:  Spending Authority: | Icon  Description automatically generated |

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| Biography |
| Provide a brief introduction of the ideal customer |
| Geographics |
| Where is this ideal customer located? |
| Demograhics |
| What are the identifiable attributes of this ideal customer? |
| Psychographics |
| How does this ideal customer think about the problem we solve? What does this ideal customer say about the problem we solve? What is this ideal customer thinking about the problem but not saying? |
| Behaviors |
| What actions does this ideal customer take about the problem we solve? |
| Communication Channels |
| Where do your ideal customers get information and give information? |
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