

EXAMPLE:

Name: Young and Hungry

Age: 18-25

Locations: College campuses and cool neighborhoods in large cities

Income: Under \$50K

Education: Some College and College Grads (often advanced degrees)

Career: Creative professions, office jobs, entry-level

Key Characteristics: Adventurous and open to new experiences, socially and environmentally conscious

Preferred Channels: Instagram, Reddit, Medium

Key Needs: Social validation, affordability, discovery

Typical Purchase (Items and Quantities): 1 T-shirt every 2-3 months

Name: _____

Age: _____

Locations: _____

Income: _____

Education: _____

Career: _____

Key Characteristics: _____

Preferred Channels: _____

Key Needs: _____

Typical Purchase (Items and Quantities):