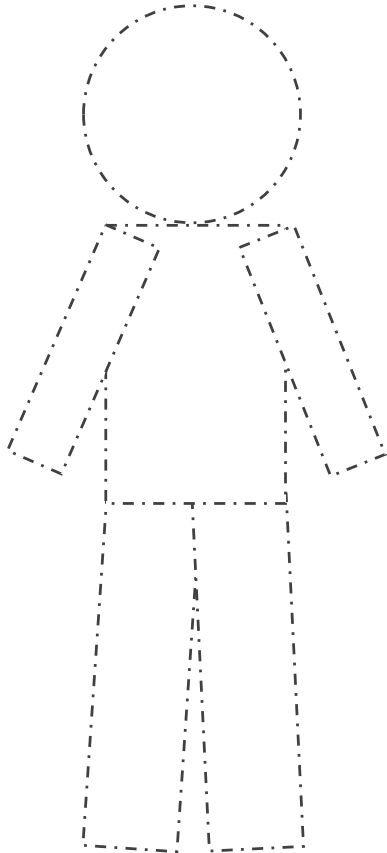


# Thought Leader Persona

# Content Club

**What's my name?**

**Draw me!**



**How would you describe me to people who have not met me?**

**What do our customers say about me?**

**What do our community say about me?**

**What does our community want to learn from me?**

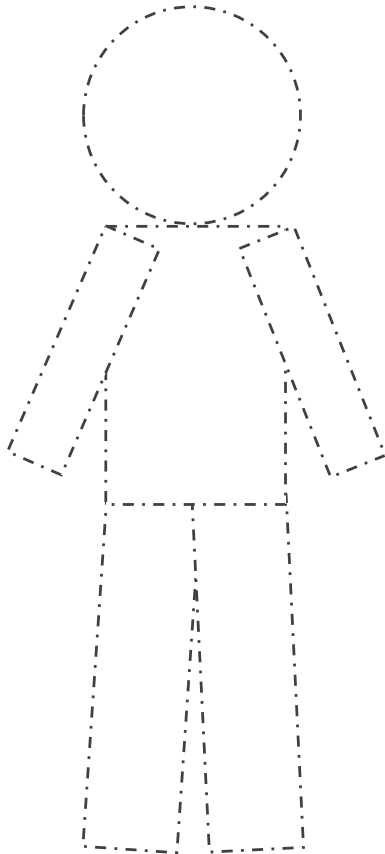
**What content am I famous for?**

# Thought Leader Persona

# Content Club

What's my name?

Draw me!



I am a...

**Techy**

**People Person**

I am ...

**Easy Going**

**Always Busy**

I am...

**Giving Answers**

**Asking Questions**

I aspire to...

**Steve Jobs**

**Bill Gates**

I like...

**Beer and Pizza**

**Champagne and Oysters**