








# Audience Persona

<b>Name:</b>	<b>Platforms:</b>       <b>Others:</b>	<b>Questions they have</b> <i>(these drive your ideas):</i>  1.  2.  3.  4.  5.
<b>Picture:</b> 		
<b>Age Range:</b>  to	<b>Who do they already trust online?</b>	<b>Questions you would like to ask them</b> <i>(these drive your CTA/CTCs):</i>  1.  2.  3.
<b>Job:</b>		

# Topic Planner

Q1	Q2	Q3	Q4	Q5
<p><b>Headline Ideas:</b></p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p>	<p><b>Headline Ideas:</b></p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p>	<p><b>Headline Ideas:</b></p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p>	<p><b>Headline Ideas:</b></p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p>	<p><b>Headline Ideas:</b></p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p>