

STEP 1 Outline Demographic Characteristics

Age: _____

Gender: _____

Race/Nationality: _____

Marital Status: _____

Income: _____

Education: _____

Occupational Level: _____

Social Status: _____

STEP 2 Describe Psychographic Characteristics

Personality: _____

Attitudes: _____

Values: _____

Interests/Hobbies: _____

Lifestyles: _____

Behaviors: _____

Generational Culture: _____

STEP 3 Define Your Value

Hobbies and activities you find valuable:

Causes you're passionate about:

Organizations you feel connected to:

People you already serve:

Places you like to go:
