

Audience Persona

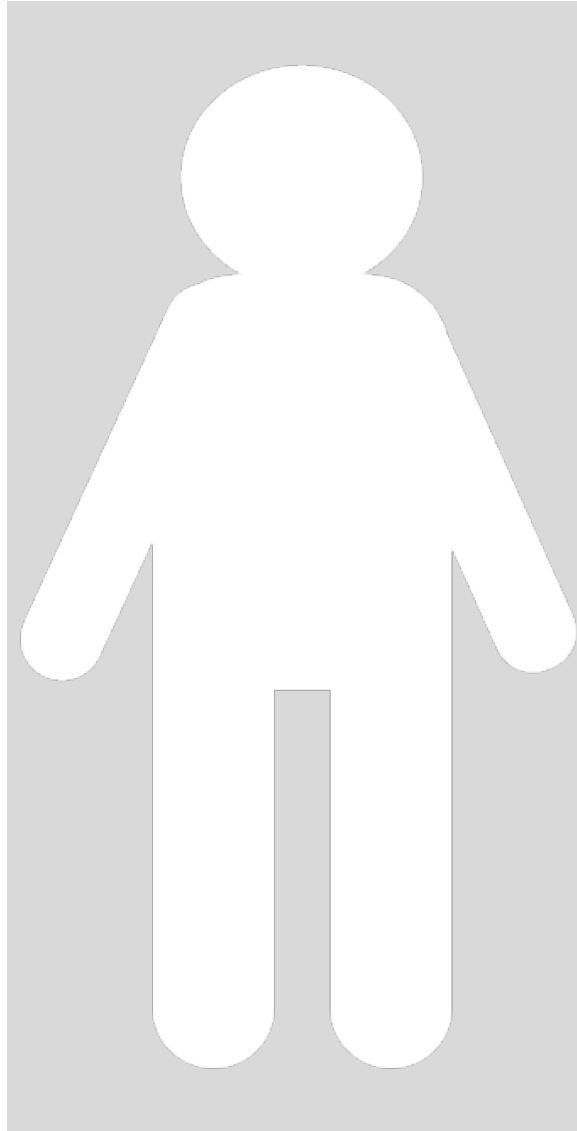
Name: _____



Who is in your audience?

Why are they here?

What do they already know? What are the ways they think and speak? Their style?



What do you want them to **Feel**?

What do you want them to **Know**?

What do you want them to **Do**?
