

The Modern Publisher's Customer Persona Canvas

Company Name _____

Date _____



Information Sources

Books/Magazines:

Blogs/Podcasts:

Events:

Associations/Memberships:

Gurus/Experts:



Demographics

Age:

Income:

Education:

Location:



Personal Traits

Interests & Hobbies:

Favorite Brands:

Values:



Professional

Title:

Company Size:

Reports To:

Tools, Software, & Apps:



Goals & Challenges

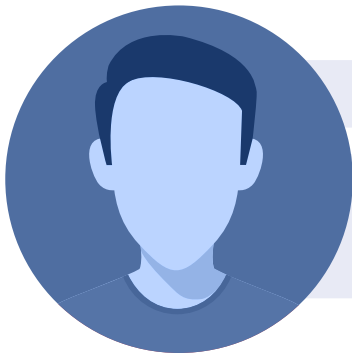
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