Create an Audience Avatar

Creating an audience avatar or persona can help you target your message to one person.

### About:

* **Age:**
* **Income:**
* **Where do they live?**
* **Technology habits**:

### Personality:

* **Personality Traits**:
* **Interests**:

### Motivations:

* **Why might he or she attend an event or program?**
* **How might a program or event enrich their life?**

### Core Needs:

* **What are his or her core needs?**
* **What needs does she or he have that you can help solve with a program or event?**

### Pain Points?

* **In their life, what is difficult or frustrating for them?**
* **What obstacles does your character have to overcome to attend an event?**