

Archetype Profile Template

Module 3.3 - Build a Profile for Any Audience

My Primary Audience:

Step 1: Demographics

Factor	My Audience
Age range	
Gender	
Geography	
Education	
Socioeconomic	
Occupation	
Cultural context	

Step 2: Psychographics

Factor	My Analysis
Core values (top 3)	
Attitudes about my cause	
Lifestyle patterns	
Behaviors (what they do, not say)	

Step 3: Pain Points (top 3)

#	Pain Point
1.	
2.	
3.	

Step 4: Motivations

Question	Answer
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What they protect	
What they want to be seen as	
What gives them meaning	
Community they want to belong to	

Step 5: Strategic Bridge

Element	My Analysis
Where values already align	
Their language for those values	
The one shifting insight	

Step 6: Objection Map + Story Map

Objection	Why It Exists	ALARA Response
Objection 1:		
Objection 2:		
Objection 3:		