

# AUDIENCE SEGMENTATION

		Persona 1	Persona 2	Persona 3
Stranger	Issues			
	Topics			
Visitor	Issues			
	Topics			
Lead	Issues			
	Topics			
Customer	Issues			
	Topics			
Advocate	Issues			
	Topics			

For issues, write down concerns and questions the persona has. For topics, identify categories, headlines, information and calls to action.

