

**1. Who do we want to influence?**

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Age \_\_\_\_\_

Job \_\_\_\_\_

Interests \_\_\_\_\_

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Other insights \_\_\_\_\_

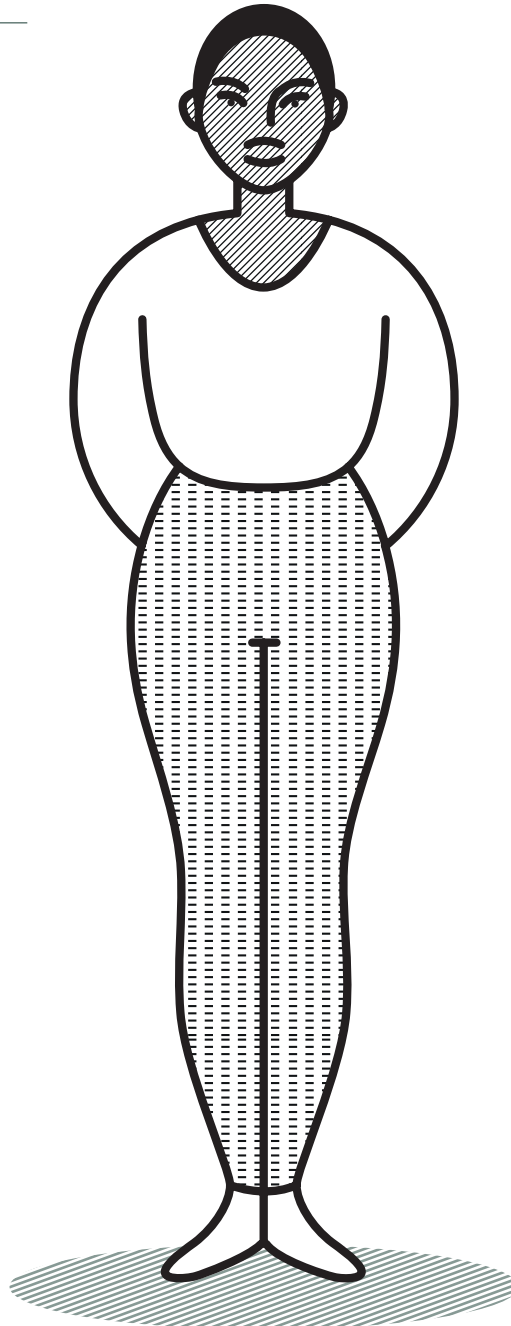
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**2. What is**

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**3. Your assumptions about the person?  
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**4. Why isn't it happening today ?**



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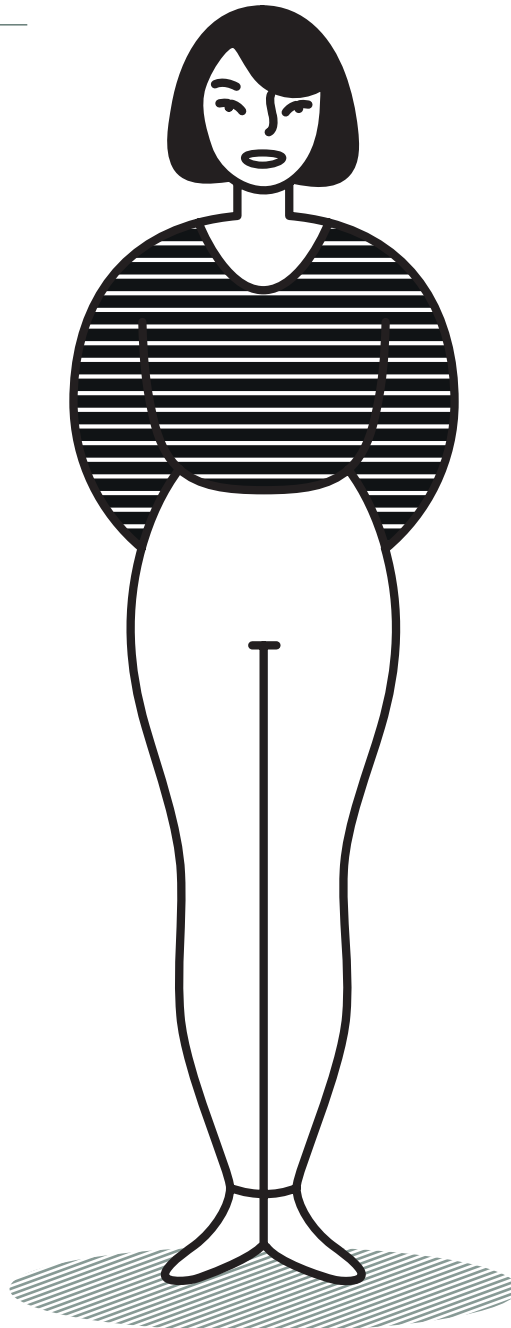
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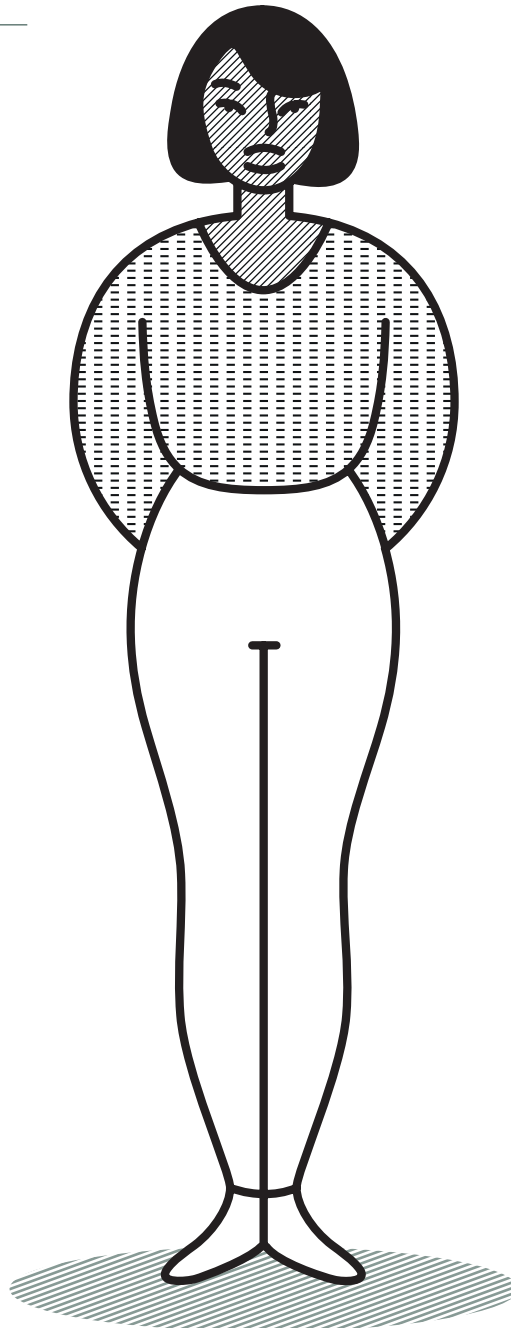
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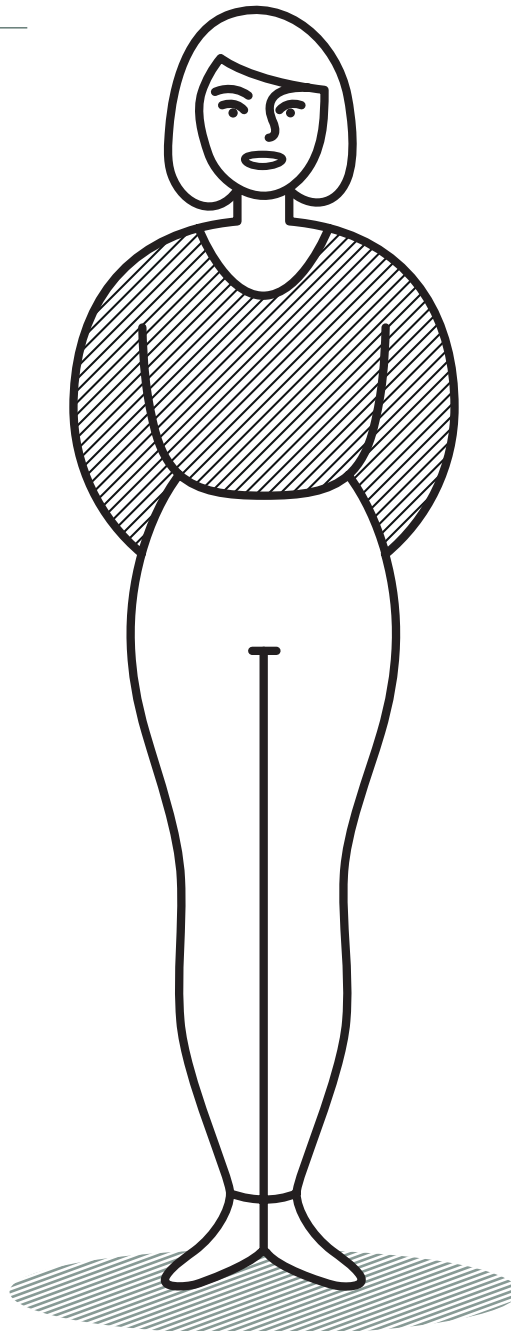
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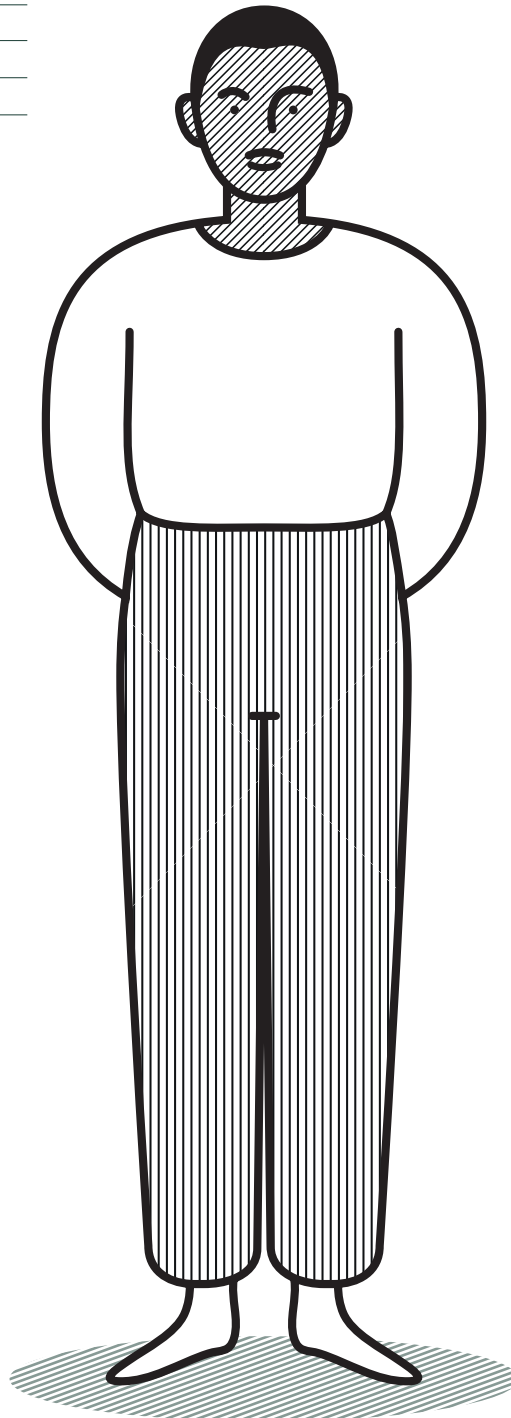
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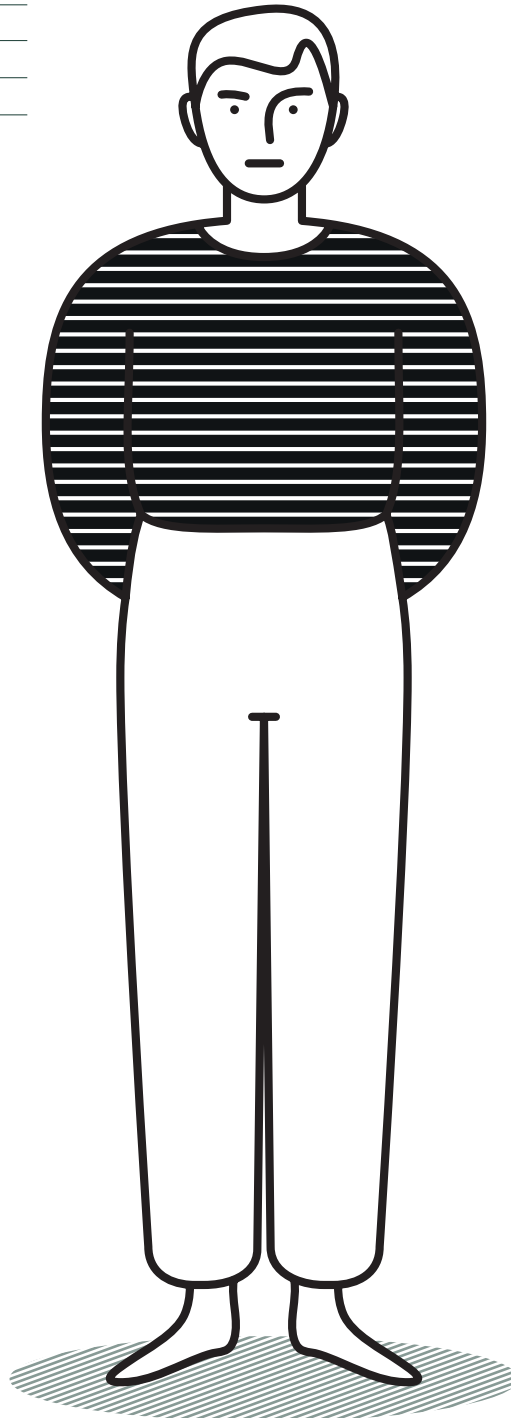
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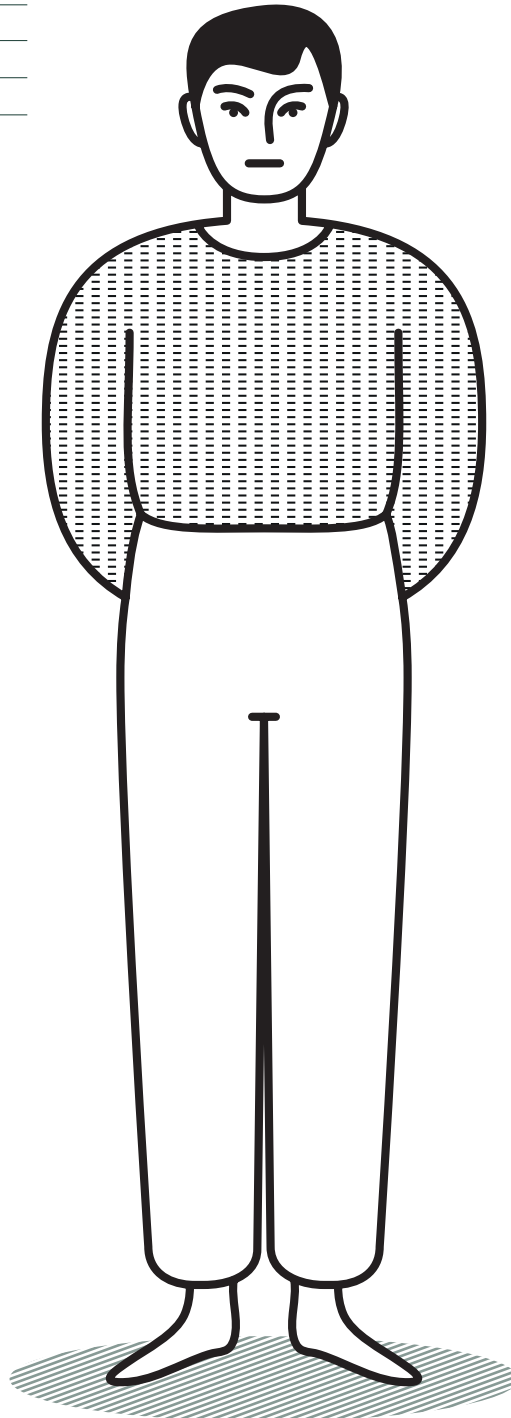
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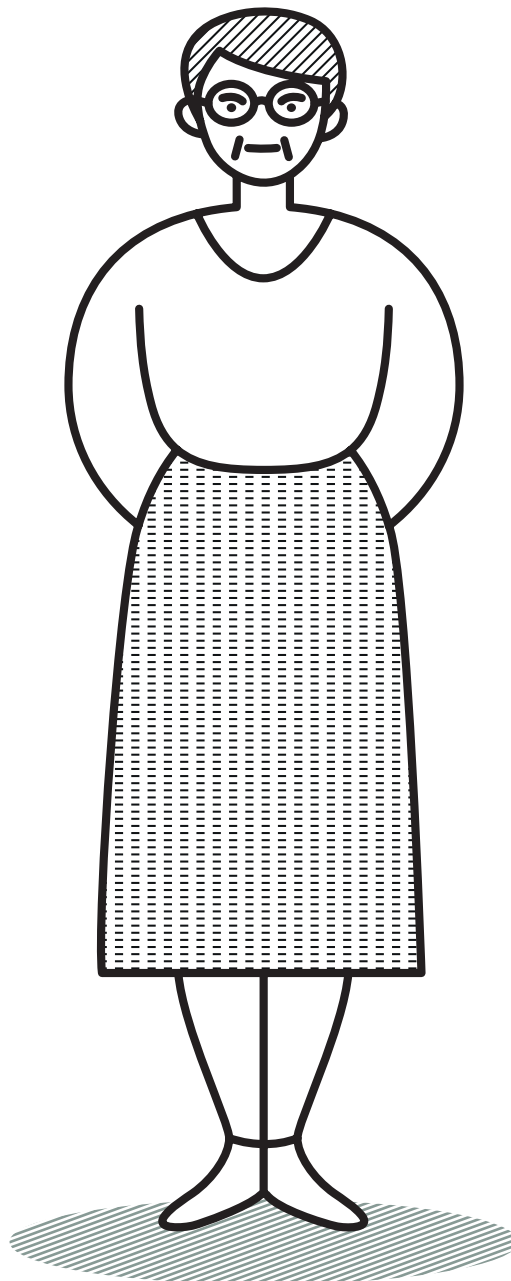
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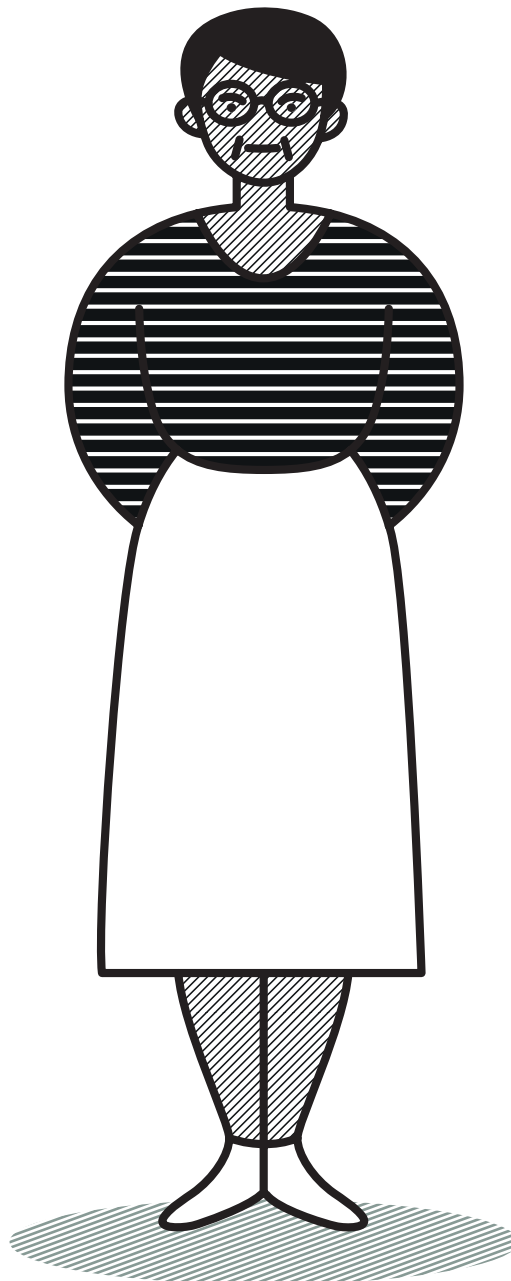
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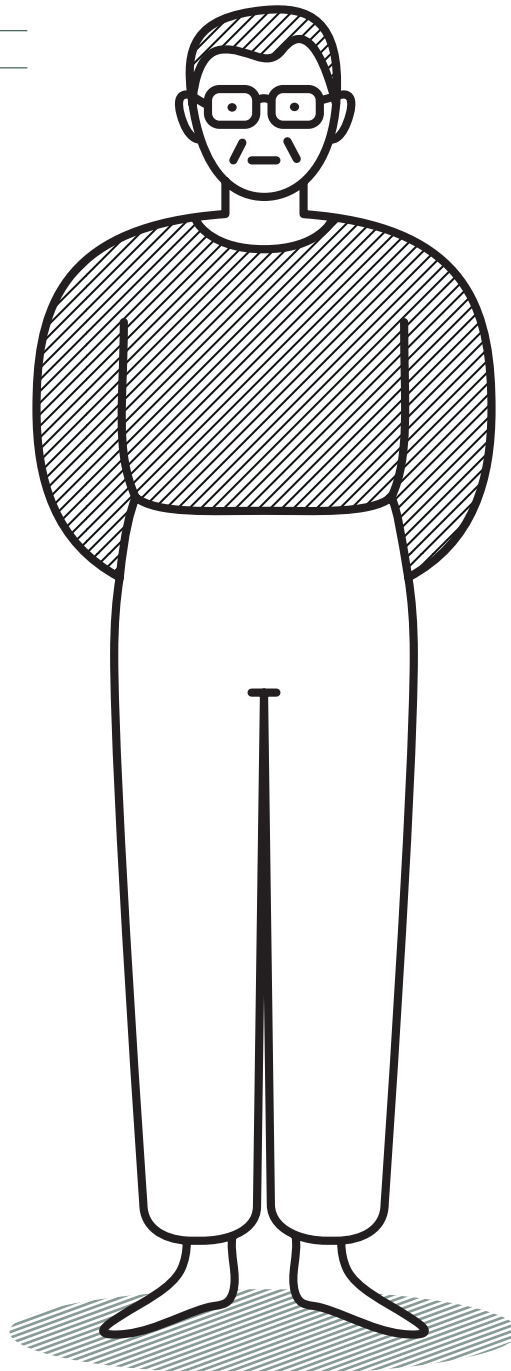
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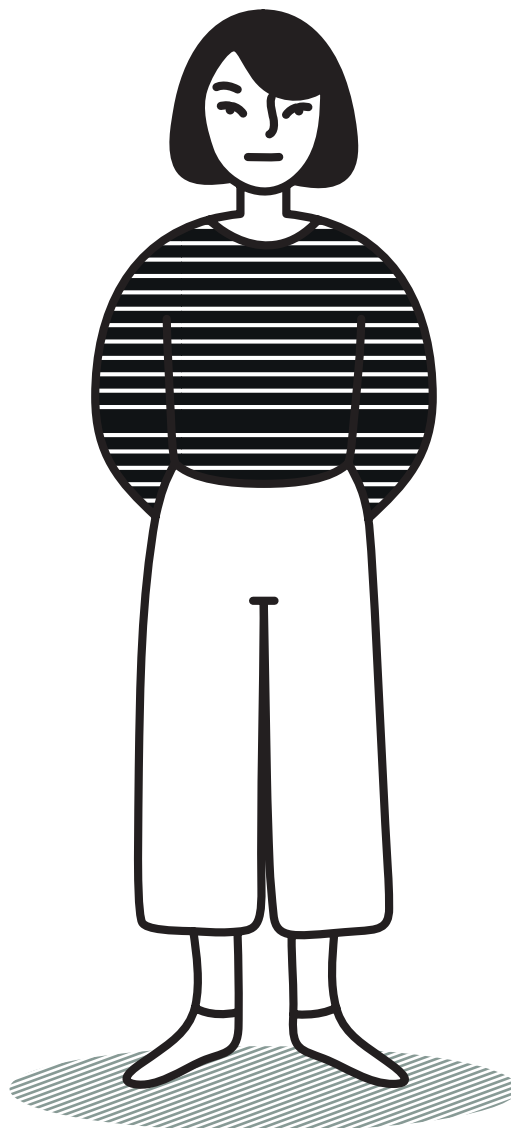
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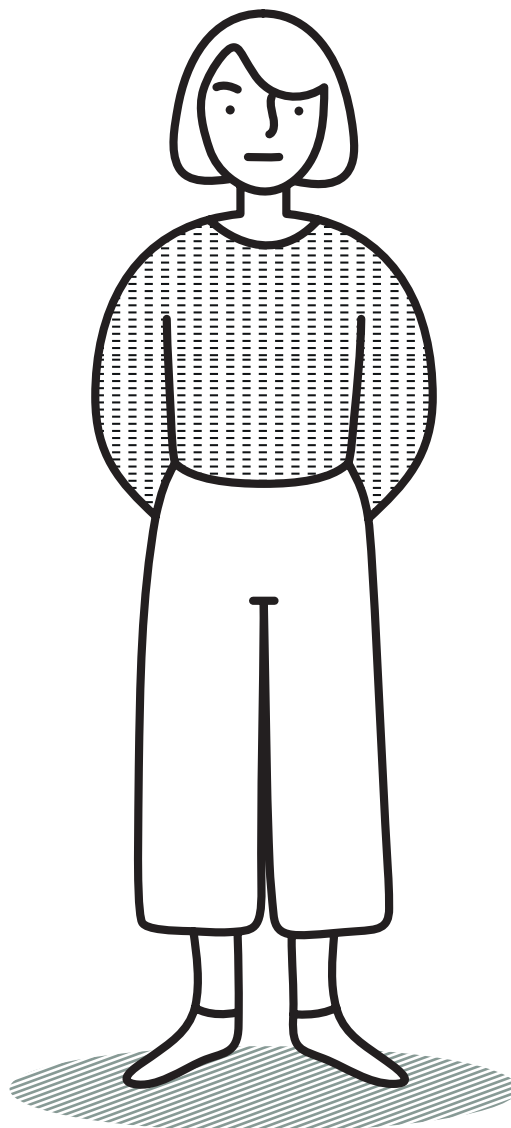
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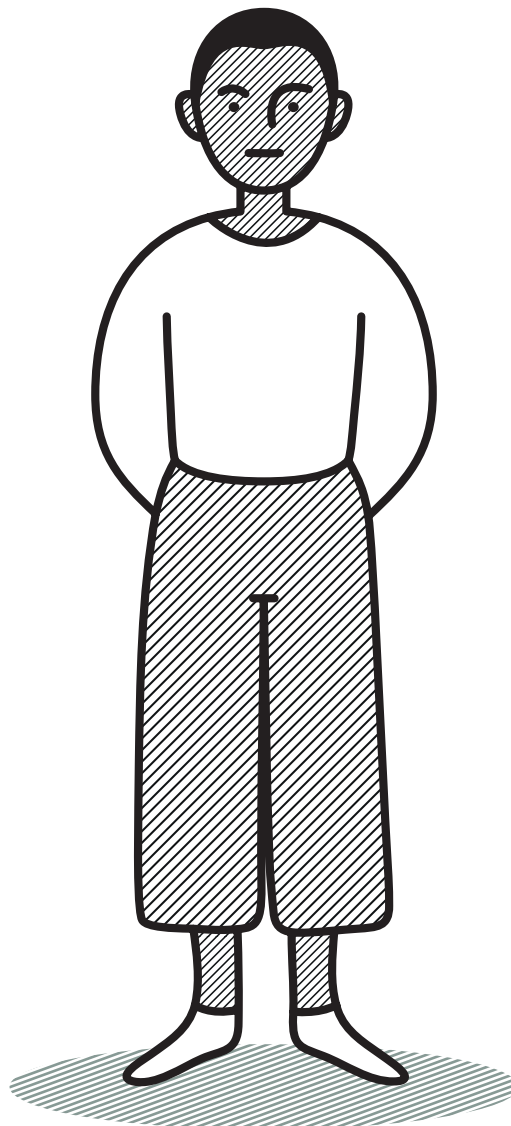
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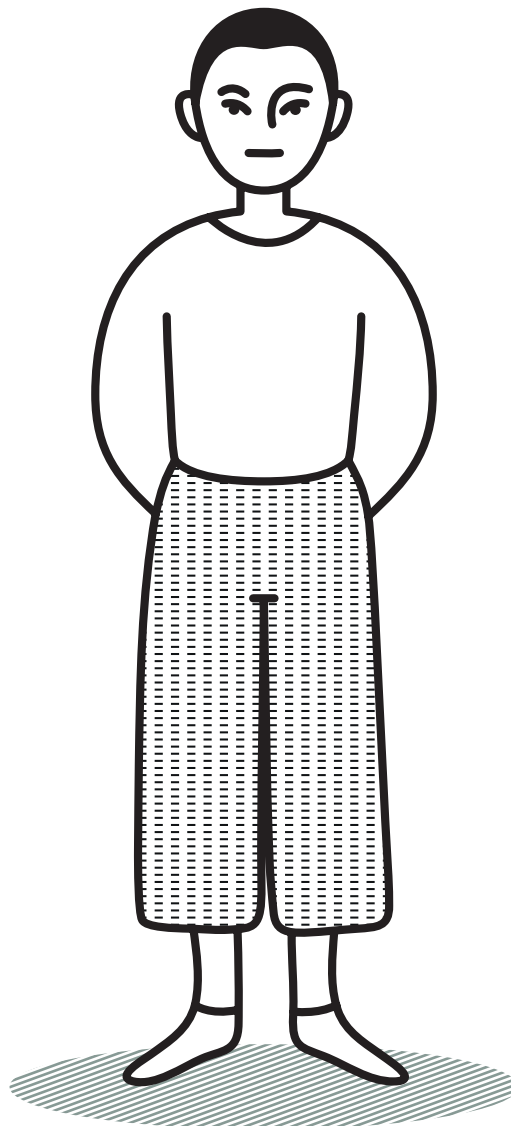
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