

**1. TARGET AUDIENCE**

Who potentially, is using the organization's product/service?

*(Describe the market demographics. Possible differentiators include:*

*Gender, Age, Education, Race, Relationship Status, Income Levels, Hobbies, etc).*

The market is comprised of \_\_\_??\_ main segments

*(Three are shown below, you can add or subtract as needed).*

**Primary Target: ( \_\_\_\_\_ %)**

**Secondary Target: ( \_\_\_\_\_ %)**

**Tertiary (mass-market) Target: ( \_\_\_\_\_ %)**

**2. TONE AND MANNER**

**Personality**

Describe the book's ideal personality/attributes *(Ex. Imaginative, Eccentric, Clever, Untamed)*

**Visual**

What design tools will you use to convey the text images provided? *(Consider audience and purpose)*



