

Audience profile builder

People are complex. Audiences are messy. The profile builder helps marketers make sense of it all.

With guiding prompts and building block structure, this template helps uncover what makes your audience tick and then organizes it so it can be applied consistently.

○ ○ AUDIENCE-PROFILE-BUILDER.NOTION

Built in 

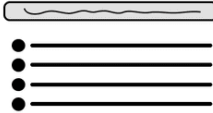


Persona:

ICP: Stage:

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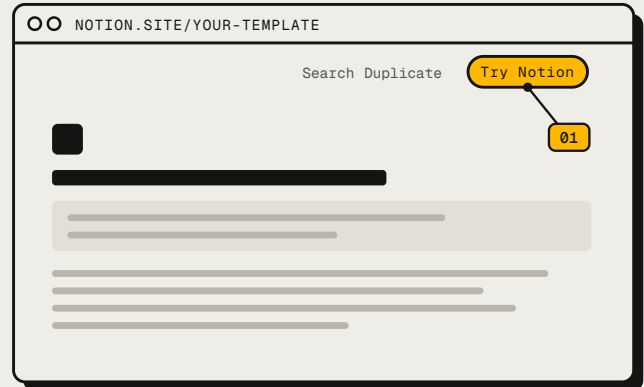
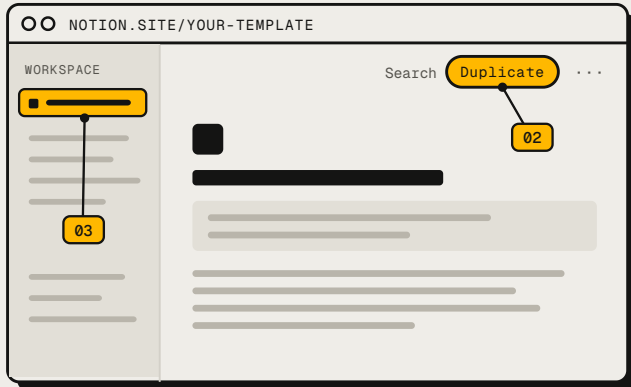


OPEN THE TEMPLATE IN NOTION ↗

FREE · DUPLICATE IT INTO YOUR WORKSPACE

<https://saturday-content.notion.site/Audience-profile-builder-430cf00d32fb46c2a0aebb48cf1d922c>

Get started in a few clicks.



Have a Notion account

- 01 Open the template. It loads in a new tab.
- 02 Click “Duplicate” in the upper-right corner. Notion copies the template into your workspace in a few seconds.
- 03 Find it at the top of your sidebar, then work through the “How to use” section inside the template.

New to Notion

- 01 Open the template and click “Try Notion” in the upper-right corner. Accounts are free.
- 02 Once your account is set up, open the template link again and follow the steps above.

GOOD TO KNOW

Pro tip

Get familiar with the template on desktop before you use it in the Notion mobile app.

Make it yours

Every template is a starting point. Rename sections, cut what you don’t need, and add what your team does differently.