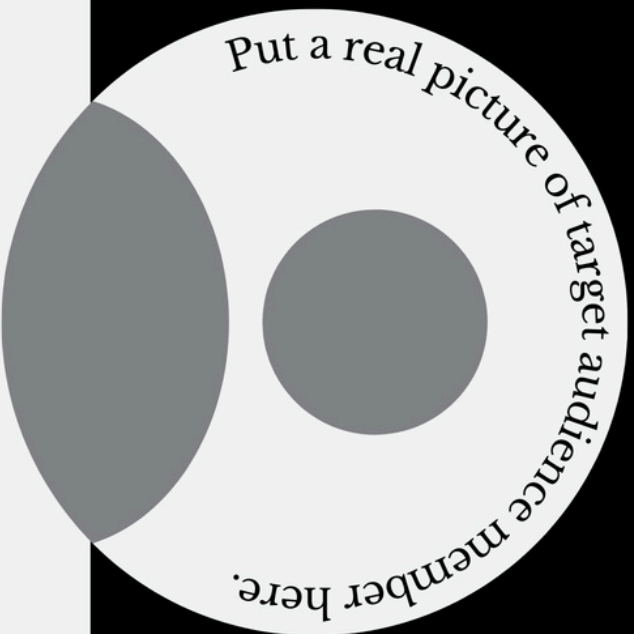


# Target Audience Empathy Map



**THEIR NAME**

**AGE:**

**LOCATION:**

**JOB:**

**THINK**

**FEEL**

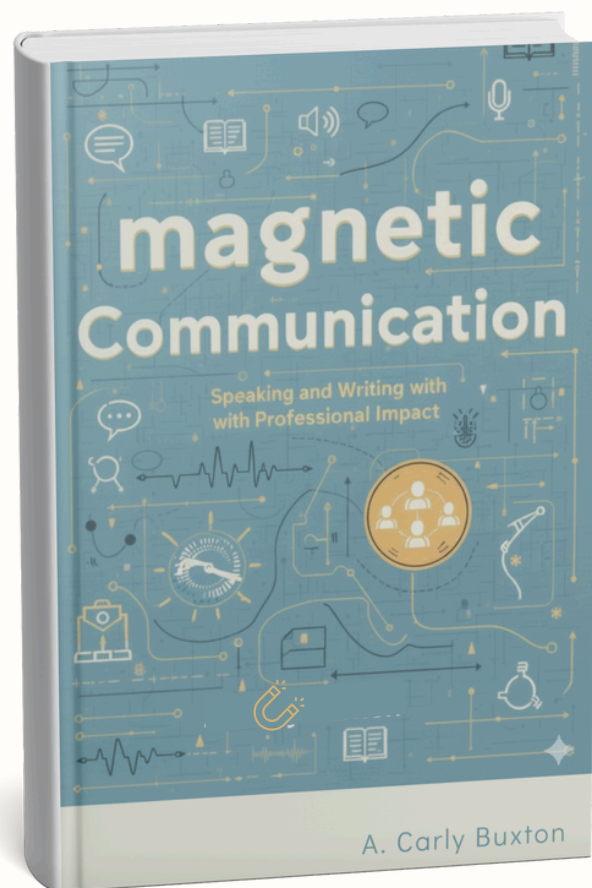
**SEE**

**DO**

# Keep it Magnetic

This resource is free to use and share with attribution. It is drawn from the research and frameworks in *Magnetic Communication: Speaking and Writing with Professional Impact* (Bloomsbury Academic, 2026) by A. Carly Buxton, PhD.

[carlybuxton.com/magnetic](https://carlybuxton.com/magnetic)



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