

Blog Persona Development Sheet

Basic Info

Persona Name

Age Range

Location

Occupation

Education

Background & Bio

Short Bio

Demographics

Goals

What are their goals?

Challenges & Pain Points

What challenges do they face?

What are their pain points?

Values & Interests

Core Values

Main Interests

Preferred Content Formats

e.g. How-to guides, Opinion pieces, Case studies

Content Topics They Care About

Favorite Blogs & Media Sources

Typical Online Behavior