

# 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