



TEMPLATE: BUILDING A TARGET PERSONA

Feel free to use this template as you build a target persona for your content. The first page outlines key information we gathered about our own persona, while the second page illustrates where and how we came up with the information. **Fill in the blanks in whatever order you see fit (we filled in the first blank last!).**

PART 1: The Persona Outline

NAME: _____

TITLE: _____

GOALS OUR PERSONA HOPES TO ACHIEVE IN HIS/HER ROLE: _____

OUR PERSONA'S BIGGEST CHALLENGES: _____

CURRENTLY, OUR COMPANY HELPS OUR PERSONA: _____

OUR PERSONA WANTS TO FIND BLOG CONTENT THAT WILL HELP HIM/HER: _____

AGE: _____

GENDER: _____

ANNUAL INCOME: _____

LIVES IN URBAN/SUBURBAN/RURAL AREA: _____

COLLEGE DEGREE(S): _____

PREVIOUS EXPERIENCE: _____

TIME SPENT AT CURRENT COMPANY: _____

AVERAGE LENGTH OF COMMUTE: _____
 TYPICAL WORKDAY LASTS BETWEEN: _____
 AV. AMOUNT OF TIME SITTING AT DESK: _____
 DAY SPENT PRIMARILY: _____
 TIMES OF DAY OUR PERSONA WILL MOST LIKELY TO LOOK AT OUR CONTENT: _____

 DEVICE(S) ON WHICH OUR PERSONA WILL MOST LIKELY LOOK AT OUR CONTENT: _____

***THE “BEST FRIEND” SECTION**

RELATIONSHIP STATUS: _____
 NUMBER OF CHILDREN: _____
 PURCHASES MOST OF BUSINESS WARDROBE FROM: _____
 HOBBIES: _____
 FAVORITE BAND: _____
 FAVORITE MOVIE: _____
 DE-STRESSES WITH: _____
 THREE WORDS FRIENDS USE TO DESCRIBE OUR PERSONA: _____

PART 2: How To Generate This Information

EXISTING CONTACTS & THEIR SOCIAL MEDIA PROFILES, CONVERSATION NOTES

- | | |
|---|---------------------------------|
| - Title | - Age |
| - Your Persona’s Goals | - Gender |
| - Your Persona’s Biggest Challenges | - College Degree(s) |
| - How Your Company Helps Your Persona | - Time Spent at Current Company |
| - What Your Persona Wants From Your Content | - Previous Experience |

JOB POSTINGS

- | | |
|---|----------------------------------|
| - Your Persona’s Goals | - Length of Typical Workday |
| - What Your Persona Wants From Your Content | - Average Amount of Time at Desk |
| - Annual Income | - Primary Tasks |

REASONABLE DEDUCTION & YOUR CREATIVITY

- | | |
|--------------------------------------|--------------------------------------|
| - Name | - When Your Persona Reads Content |
| - Lives in Urban/Suburban/Rural Area | - How Your Persona Reads Content |
| - Average Length of Commute | - The “ BEST FRIEND ” Section |