



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Define  
Your  
Objective

Start with a  
Template

Know  
your  
Audience

Choose the  
Right  
Platform

Start from  
Scratch

Incorporate  
your Brand  
Elements



Persona’s name  
Short summary of  
the persona

Use High  
Quality  
Images and  
Graphics

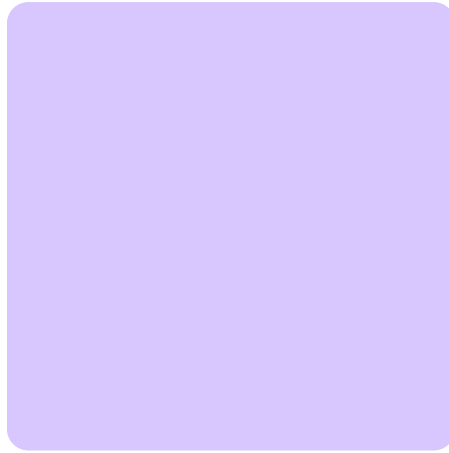
Content  
Strategy

Optimize  
your Text

Create  
variety of  
valuable  
content

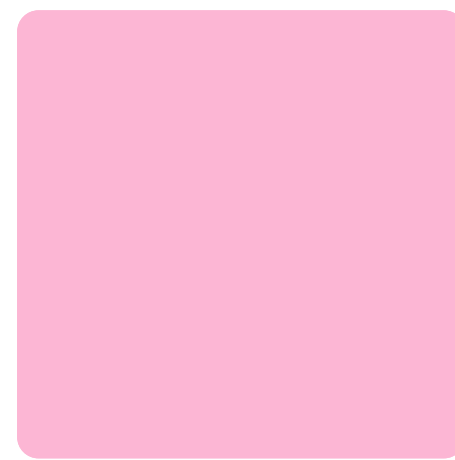
Add New  
Attractive  
content

Target  
Audience



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?

[See an example](#)