



Says

What do your audience members say about your topic or product?
Capture their words.

Thinks

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



What might be going on in their minds regarding the topic?

Explore their thoughts, concerns, and questions related to the topic.

"How can I apply this to my life?"

Highlight the actions they take or might take in response to your content or message.

"I wish there were actionable tips on this."



Persona's name

Short summary of the persona

"Are there any experts I can trust on this subject?"

What emotions are they experiencing

Highlight the actions they take or might take in response to your content or message.

"How can I apply this to my life?"

"Frustration with misinformation."

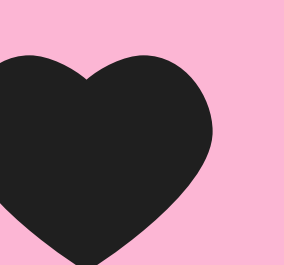
"Excitement to learn and apply."



Does

What behavior have you observed?
What can we imagine?

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



[See an example](#)