# Persona Instructions

Personas ensure that consumer needs are considered during the development, design, and maintenance of your content. They help teams work more efficiently and diplomatically.

## Elements

Your personas may have different elements depending on your industry and the type of questions included in your survey. We recommend including the following elements in your personas:

### Demographics

List your persona’s age, marital and family status, location, or job, depending on which stats are most relevant to your industry.

### Fictional bits

Come up with a name and descriptive title for your persona. Add a photo that represents them.

### Basic content needs

List what they’re looking for from their content versus what they aren’t looking for from their content. Background information? Examples? Theory? Answers? Storytelling? Facts? Step-by-step instructions?

### Identified problems

List a few bullet points about their concerns and issues.

### Preferred content channels

List a few bullet points about where they like to go for information. Social media channels? Forums? Google searches?

### Topics of interest

List what they’re looking to learn more about specifically.

### Preferred content formats

Add a bulleted list of which formats they prefer. Video? Text? Infographics?

### Key motivators

List what motivates them. They may have both emotional and practical motivators.

### Descriptive paragraph

Writ a paragraph from the perspective of your persona. Extrapolate from the data, creating a believable character from your research.

# [Full Name] | [Descriptive Title] | [Location]

## Basic Content Needs

A clean portrait photo of this persona.

Stock photos with watermarks are okay.

## Identified Problems

## Preferred content channels

## Topics of interest

## Preferred content formats

## Key motivators

## Descriptive Paragraph