



Persona Builder Workbook

This workbook is designed to help you explore the needs of your identified persona, _____, so that you can turn those needs into solution-based content. Note the output of this workbook is a solidified persona profile. Building your content strategy around this persona is subsequent to this exercise.

Section 1: Resource Checklist

Section 2: Demographics

Section 3: Soft Skills/attributes

Section 4: Goals

Section 5: Challenges

Section 6: Opportunity areas

Section 7: Obstacles for conversion

Section 8: Content Strategy Next Steps

Section 1: Resources Checklist

- ✓ Empathy
- ✓ Research (Survey and Secondary)
- ✓ Interviews
- ✓ Data Dive
- ✓ Consultants like us

Section 2: Demographics

Age/Generation

Gender

Educational Level

Income Level

Job Industry

Job Function/Level

Geography

Family/Marital Status

Section 3: Soft Skills/Attributes

What are their work styles, personality traits, or skill proficiencies and/or gaps?

Section 4: Goals

As part of their everyday roles, list what they're trying to accomplish here? What are their primary responsibilities and intended outcomes?

Section 5: Challenges

What are their everyday challenges and sticking points? What gets in the way of them accomplishing their goals?

Section 6: Opportunity Areas

Based on their pain points, how you can solve their problems? What can you do to help them better themselves, their performances, or their work?

Section 8: Content Strategy Next Steps

Now that you've built a profile for your identified persona, you'll want to translate your persona's needs into content via your **Content Strategy**.