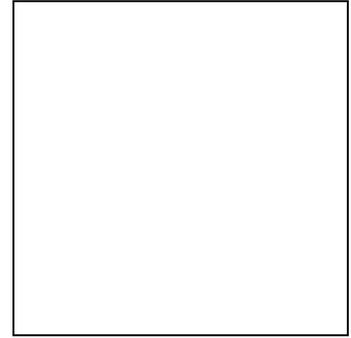


# Persona Worksheet

Name:

Age:

Occupation:



Background explaining this persons' interest in the topics you are writing about:

Your blog offers this person the following benefits:

This person finds your blog through:

This person has the following tech habits and capabilities: