

SORA CREATIVE CONTENT

PERSONA WORKSHEET

WWW.SORACREATIVE.COM

Demographics

Age _____

Gender _____

Education _____

Occupation _____

Industry _____

Geographic location _____

Hobbies

Values (pick 2 to 3)

Ways to consume media

Blog post

Podcast

Video

Book

Technology of choice

Computer

Tablet

Smart phone



When do they consume your content

- Workday
- Evening
- Weekends
- During breaks

Primary social media

- Facebook
- Instagram
- Snapchat
- LinkedIn
- Tiktok
- Youtube
- Pintrest

How they like to interact with your business

- Phone call
- Text
- Email
- Social media

Possible persona values

Loyalty
Spirituality
Humility
Compassion
Honesty
Kindness
Integrity
Selflessness
Determination
Generosity
Courage
Tolerance
Trustworthiness
Equanimity
Equanimity

Altruism
Appreciation
Empathy
Toughness
Self-Reliance
Attentiveness
Achievement
Adventure
Courage
Creativity
Dependability
Determination
Friendshi
Health
Honesty

Independence
Integrity
Intelligence
Justice
Kindness
Learning
Love
Peace
Perfection
Security
Simplicity
Sincerity
Spontaneity
Success
Understanding
Wealth

