Patient Persona Template:

1. Name:
Give your persona a name (e.g., "Busy Parent Sarah").

2. Age Group:
What is the age range? (e.g., 30–45 years old).

3. Health Concerns:
What health issues does this person care about? (e.g., managing diabetes, staying healthy for their kids).

4. Goals:
What does this person want to achieve? (e.g., find reliable health tips, choose a nearby doctor).

5. Challenges:
What makes it hard for them? (e.g., too much medical jargon, lack of time to research).

6. Online Habits:
Where do they look for health information? (e.g., Google searches, Facebook groups).

7. Preferred Content:
What type of content do they prefer? (e.g., short blogs, how-to videos, infographics).

8. Keywords They Use:
What words or phrases would they search? (e.g., "how to manage stress," "best dentist near me").

9. Trust Signals:
What makes them trust content? (e.g., information from doctors, stats from research).

10. Action Triggers:
What will encourage them to take action? (e.g., easy appointment booking, helpful tips).

This simple template helps you understand your audience so you can create content that speaks to their needs and builds trust.