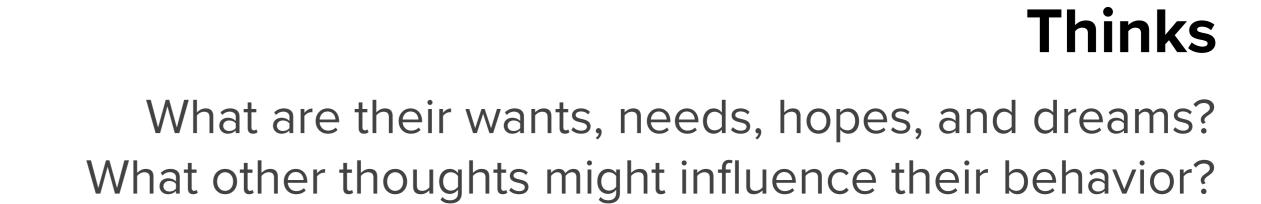
Says What have we heard them say? What can we imagine them saying? Be more decisive about what you want Accomplishing the goal of helping myself and others lead a better, happier, healthler





Use navigation bar shortcuts to acess recent records. And lists
Personalize the navigation bar for your salesforce

Wanting something. But then losing the motivation you need to make it happen

People often think
we don't need toact
untill uncertainty is
gone, but that means
getting the problem
get worsein the
mean time



Persona's name

Short summary of the persona

It makes them feal unhappy or ill To move forward in one's work or activity

are motivated by

influence. and

power,

fame

I know that you're floundering around, trying. To gresp at any



You might make a plan to start your own company. This can require. An investment of money time or effort

Listening to a podcast that gave you new ideas and inspiration



Does

What behavior have we observed? What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

