



## Says

What have we heard them say?  
What can we imagine them saying?

I couldn't be happier with the beautiful necklace I purchased from this shop. It's truly a work of art!

The staff at this jewelry store was so helpful in guiding me to find the perfect engagement ring. Their expertise made the experience a real treat.

I've never been so impressed with the craftsmanship and quality of jewelry. I'm a loyal customer now!

I found a unique and elegant bracelet here that I can't stop receiving compliments on.

The prices at this shop are quite reasonable, and I'm thrilled with the value I got for my money.



Charlotte

Model who enjoys accessorizing and enhancing her appearance

She may leave online reviews or recommend your shop to others based on their experience and satisfaction with the jewelry and service.

She may reach out to provide feedback or engage with your shop through social media or email for questions or concerns.

She may wear the jewelry they've purchased, whether it's a ring, necklace, bracelet, or earrings.

If the jewelry is unique or particularly eye-catching, she may receive compliments from friends, family, or colleagues.

She will typically follow care instructions to keep the jewelry in good condition, such as cleaning, storing, and avoiding exposure to harsh chemicals.



## Does

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

## Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

She may think about the financial impact of the purchase, considering her budget and whether the expense was responsible.

Thoughts about how the jewelry complements her style and allows for self-expression can be influential.

If the jewelry has sentimental value, thoughts about the emotions and memories associated with it can be a powerful influence.

Concerns about the quality and durability of the jewelry may lead to thoughts about proper care and maintenance.

Thoughts about how the jewelry coordinates with her existing wardrobe and other accessories can play a role.

She may feel a sense of elegance and beauty when wearing the jewelry, which can positively influence her mood.

In some cases, there might be a bit of apprehension about the cost of the jewelry and whether it was a wise financial decision.

If the jewelry was a gift, she might feel grateful to the giver and appreciative of the gesture.

There can be a sense of excitement and anticipation about wearing the jewelry for the first time and showing it off to others.

She feels a sense of joy and happiness after buying jewelry, especially if it's a piece they love and have been longing for.



## Feels

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



[See an example](#)