



Says

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

Thinks

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



Investigate the feelings and attitudes that your audience has surrounding their spending habits.

What are their aspirations, worries, and objectives?

Think about the feelings consumers have about various goods or services.

Consider how people feel about various products or services.



Feels

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

as well as any patterns or trends in their activity, such as where and when they make purchases.

Watch their actual purchasing behavior

Online testimonials, posts on social media, and interactions with friends can all be examples of this.

Keep track of what the members of your target market say and do in regard to their purchasing patterns.



Does

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