



Says

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

Industry Benchmarks: Experts often suggest looking at industry benchmarks to get a sense of what typical expenses are for businesses in your sector. This data can provide valuable insights into what similar companies spend on various expenses like rent, labor, marketing, and utilities.

Scenario Analysis: Experts might suggest conducting scenario analysis to estimate expenses under different business conditions. This could involve creating optimistic, pessimistic, and baseline scenarios to prepare for a range of possibilities.

Risk Management: Experts often stress the importance of risk management. They might suggest setting aside a portion of your budget for contingencies and unforeseen expenses. This can help mitigate financial shocks.

Future Aspirations: Hopes often revolve around future goals and aspirations, such as career advancement, starting a family, or traveling the world.

Immediate Desires: People often act based on their immediate wants, which can include things like food, shelter, and entertainment.
Basic Needs: Fundamental human needs include food, water, clothing, and shelter. Meeting these needs is a primary driver of behavior.

Long-Term Goals: Dreams are often long-term and involve achieving significant life goals, such as starting a successful business, writing a book, or retiring comfortably.
Values and Beliefs: Personal values and beliefs significantly shape behavior. These can include religious, ethical, or moral principles.



Thinks

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



Persona’s name

Short summary of the persona

Social Media Activity: Monitoring social media activity and engagement can offer clues about people's interests and preferences. Likes, shares, comments, and reviews can indicate what individuals are currently engaged with.

Responding to Economic Conditions: Economic conditions can greatly influence behavior. In times of economic uncertainty, individuals might save more and cut back on discretionary spending. Conversely, during economic booms, they might be more inclined to invest and spend.

Feedback and Complaints: Customer feedback and complaints are valuable sources of information. They reveal not only what people have done but also how satisfied or dissatisfied they are with products, services, or experiences.

General Anxiety: Generalized anxiety can affect decision-making and behavior in various areas of life, including career choices, financial planning, and interpersonal relationships.
Social Anxiety: Social anxiety can lead to avoidance of social situations, public speaking, or networking events, impacting career opportunities and personal relationships.

Fear of Failure: The fear of failure can hinder individuals from taking risks or pursuing new opportunities. It may deter them from starting a business, trying a new career, or making significant life changes.
Workplace Frustrations: Issues at work, such as unfulfilling tasks, conflicts with colleagues, or lack of recognition, can lead to frustration. This might result in reduced motivation, absenteeism, or even job changes.

Happiness: Positive emotions like happiness can lead to more risk-taking behavior, increased social engagement, and greater consumer spending.
Anger: Anger can drive individuals to take action, such as advocating for social change, addressing injustices, or making impulsive decisions.



Feels

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



Does

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