



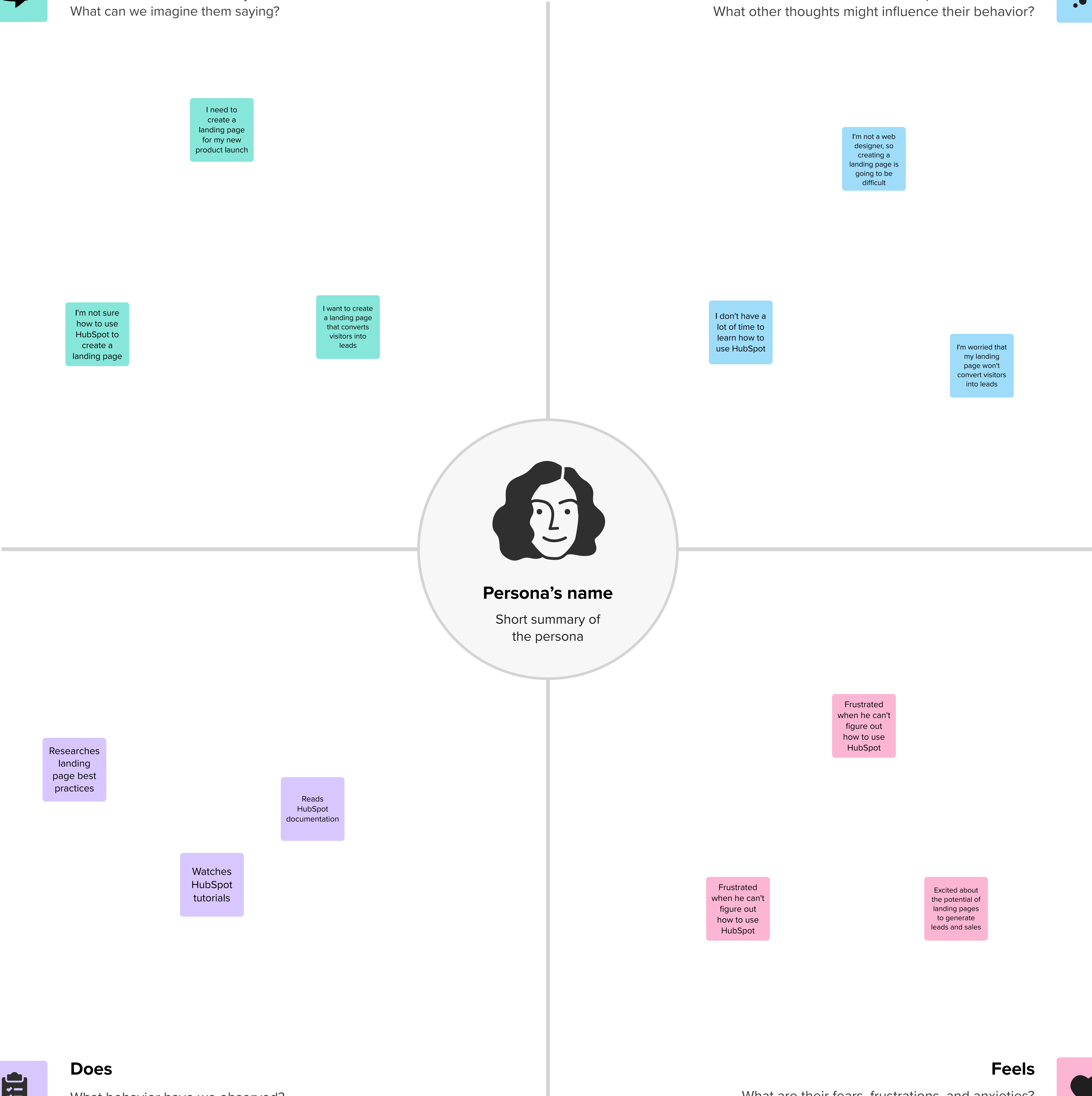
Says

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?



I need to create a landing page for my new product launch

I'm not sure how to use HubSpot to create a landing page

I want to create a landing page that converts visitors into leads

I'm not a web designer, so creating a landing page is going to be difficult

I don't have a lot of time to learn how to use HubSpot

I'm worried that my landing page won't convert visitors into leads

Researches landing page best practices

Reads HubSpot documentation

Watches HubSpot tutorials

Frustrated when he can't figure out how to use HubSpot

Frustrated when he can't figure out how to use HubSpot

Excited about the potential of landing pages to generate leads and sales



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?