



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?

Don't wait
for the right
opportunity

Highest
salary

Potential partnering
companies want
some one
professional and
with success in mind

Potential
customers
want someone
they can trust

Premium
quality

Latest
collection



BUSINESS CARD

Contact
information

As a
convenience
and a
memory

Company
or
individual

Give a visual
aid to
remember

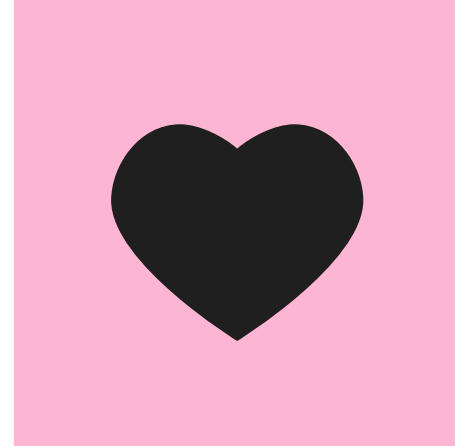
Give
customers
everything
they need to
contact you

Easy
distribution



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?