



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?

Brand your color scheme

Decide what information

Choose your size

Choose your shape

Keep it simple

Consider special finishing options and coatings

Choose your typography

Choose the paper and stock type



Persona's name
Short summary of the persona

Think of creative ways to make your business cards stand out

Finished logo

Organize your information

Find the designer

Finalize your Desgin

Choose your size

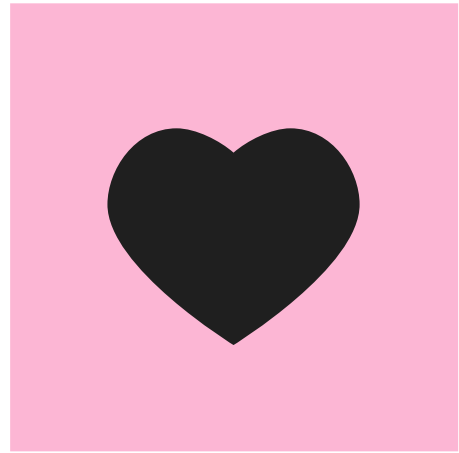
Follow basic design princples

Include a call to action



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?

 [See an example](#)