



Says

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

"I'm a business owner looking to create a Google My Business profile."

Thinks

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



"I want my business to have a strong online presence."



Add your Business
Verify your Business
Complete your profile
Manage and update

"I'm excited about the opportunity to connect with more customers."



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?

