# 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?

Visit WordPress.com or install WordPress.org on your web hosting.

Define your blog's purpose, whether it's personal expression, sharing expertise, or generating income.

Keep your dreams in mind, learn from successful bloggers, and maintain a balance between creativity and practicality to achieve your blogging goals.

Select a theme that suits your blog's style and purpose.

Write and publish your blog posts, and utilize WordPress's SEO features for better visibility.

Opt for WordPress for its user-friendly interface, customization options, and SEO capabilities to meet your blogging needs.

Fear of not gaining readers, frustration with WordPress intricacies, anxiety about content quality.

Exploring WordPress websites and looking for resources on blog creation.

They are showing an interest in creating a blog using the WordPress platform

They are interested in creating a blog with WordPress and may be researching the process.

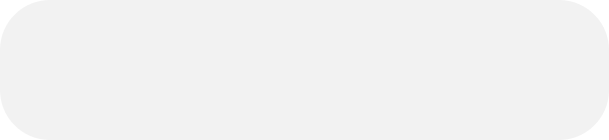
The satisfaction of learning new skills and the potential for personal growth.

Motivation, determination, and a passion for the chosen blog topic.

# Does Feels

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

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



[**See an example**](https://app.mural.co/template/8734e26b-e4c9-45b9-a5ba-03ce4aa3c700/ca1d645e-05be-4feb-94bb-f670d5f20e7c)