



Says

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

"our Champaign
Focuses On
Addressing key
issues like
[specific policy
areas]."

"we believe our
experience in
[relevant field]
makes us the
right choice."

I Am committed to
bringing positive
change to our
constituency



Thinks

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

Concerns about
effctively
communicating
campaign messages

strategic
considerations for
targeting specifi
voter
demographics

evaluating the
competition and
analyzing polling
data



attends rallies public
meetings and
debates

engages in door to
door campaigning and
interacts with
constituents

utilizes social media
and other platforms to
connect with voters

Determined to win the
election and make a
difference

Anxious about public
perception and voter
response

hopeful about the
potential impact of
their candidacy



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?