



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?



Creating an Email Campaign in Using MailChimp.

Actions in
response to the
email (e.g.,
opening, clicking,
unsubscribing).

Post-email
actions, such as
making a
purchase or
taking no action.

Whether they
share the
email content
with others.

Emotional state
when opening
the email (e.g.,
excited, curious,
busy).

Expectations
about the
email's
content and
value

Any concerns
or objections
they might
have.

Subscriber's
preferred email
frequency (daily,
weekly,
monthly).

Device or
email client
they typically
use (desktop,
mobile).

What they
hope to gain
from the
subscription.

The subscriber's
daily schedule
and
responsibilities.

Other emails
and sources
of information
they receive
regularly.

Preferred
content formats
(e.g., articles,
videos,
infographics).



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](#)