

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?

Please join us in celebrating Laura Couttie's

4pm, Royal Botanic Gardens Mrs Macquaries Rd, Sydney NSW 2000

clear CTA



party invitations should include

as a basic guide

> promoting events

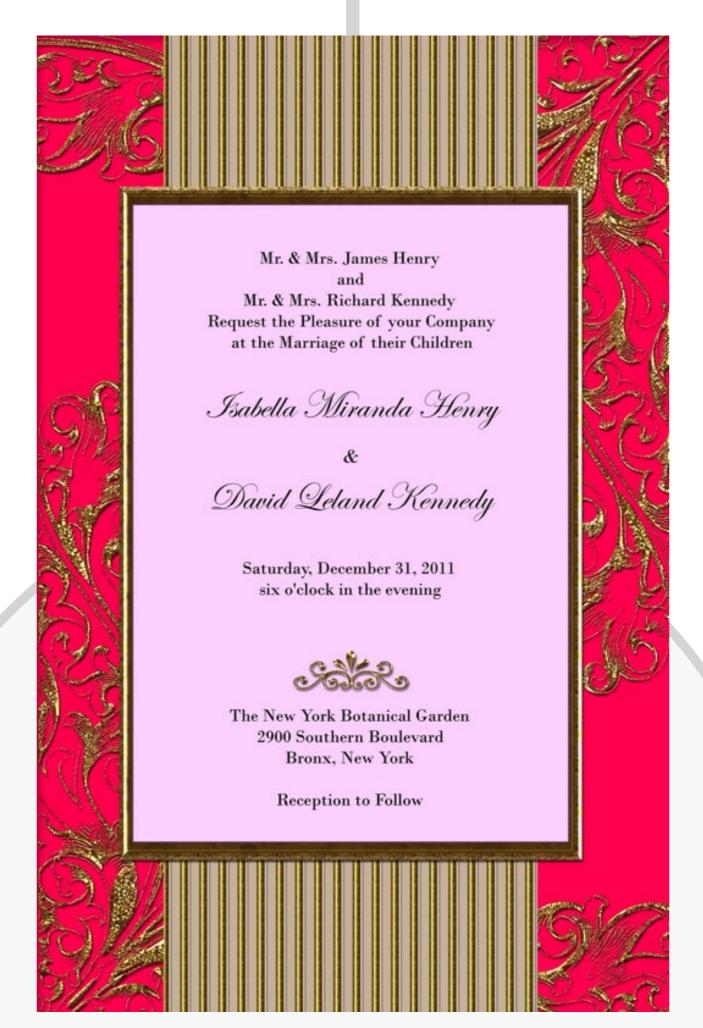
impartance of a well-written membership invitation 21st BIRTHDAY email

let your guest know what special occasion



date and time of the party

milestone your party in aid of whether that be your birthday or engaenment



Tharuna's personalized invitation using canva

branding and visiuals

best time to send

willingness to pay for personalization in influenced by a number of factors



six customer types were indentified regarding personalization and willingness to pay

fear of

much

paying too

data security and theft

customers expert prsonlization but are not always willing pay more it

revenue managers should use customer personalization preferences in pricing strategies

personalization dives values cocreation and willingness pay for customers.

AIR MR. AND MRS. MICHAEL ANDERSON
AND
MR. AND MRS. ALAN TAYLOR
REQUEST THE HONOR OF YOUR PRESENCE
AT THE MARRIAGE OF THEIR CHILDREN Annabelle Smith and Richard Taylor

MIURIN THOUS A VANDER THE IN NO.

AT THE GOLDEN NIC'S RUTEL

MODIVAIN WAST THE A

loss of meaing

purpose

loss of

coustomer

fear

Feels

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



Does

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

