



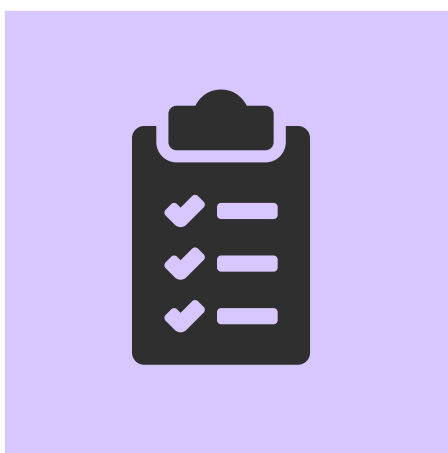
Says

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?



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?

party invitations should include

as a basic guide

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

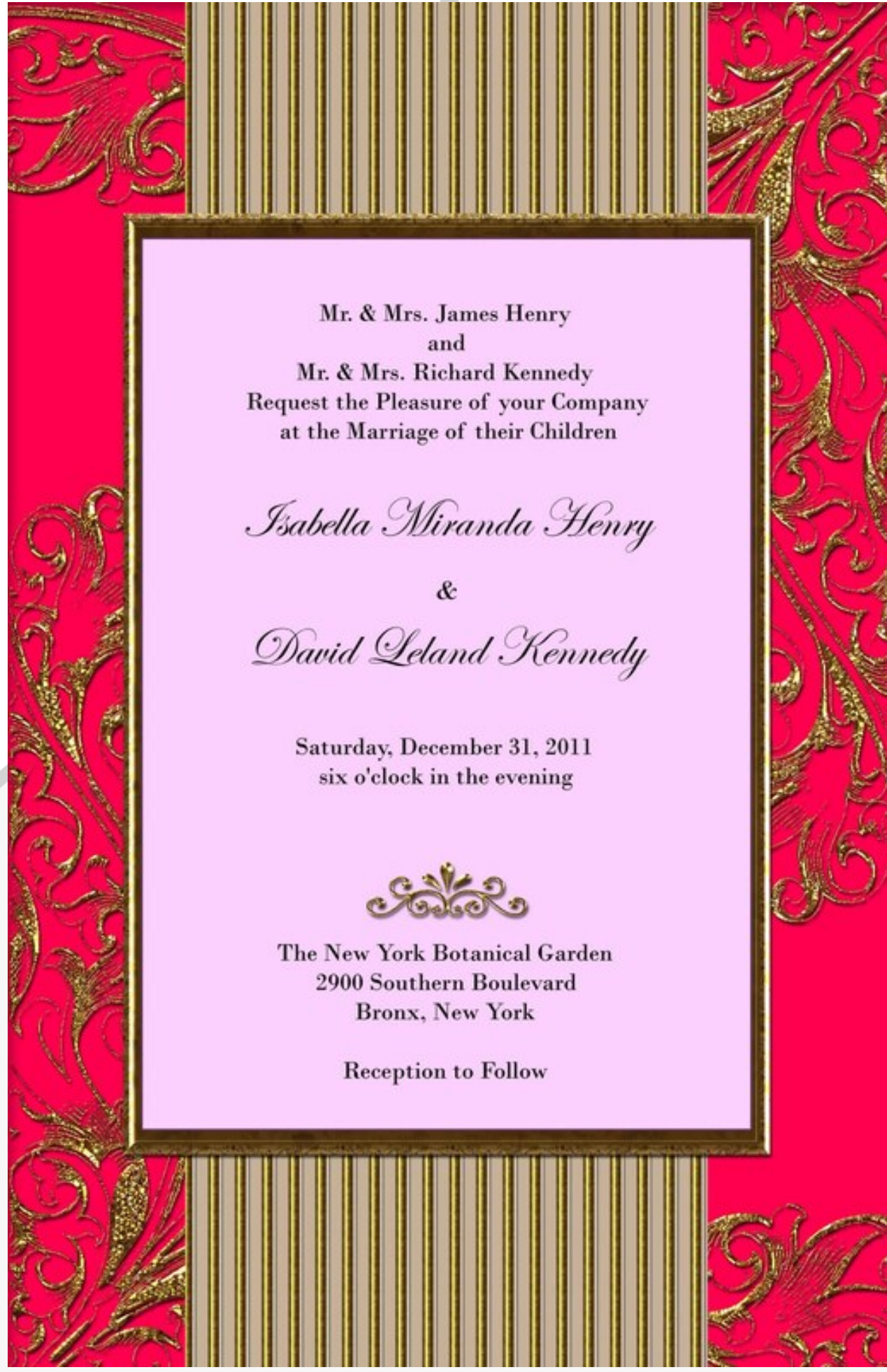
promoting events



impartance of a well-written membership invitation email

branding and visuals

best time to send



Tharuna's personalized invitation using canva

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



customers expert prsonlization but are not always willing pay more it

revenue managers should use customer personalization preferences in pricing strategies

six customer types were indentified regarding personalization and willingness to pay

personalization dives values co-creation and willingness pay for customers.

coustomer fear



fear of paying too much

data security and theft

loss of meaing

loss of purpose