



Says

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

It is so useful
for
entrepreneurs

It gives
details of
the
business

It is small
yet precise



Thinks

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

It will
develop our
business

It helps us
to reach
many
members

It will
enhance
our
business



It is very easy to
work and team's
cooperation helps
me lot

We can make
them
understand
about our
business

We can
spread our
business by
giving it to all

We can
become
famous

I feel good
about
printing
these

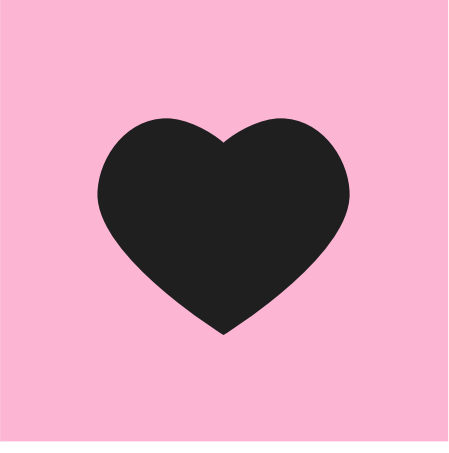
I feel happy
that we can
reach many
people

its a more of
advertisement



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?