



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?



I'm looking for innovative marketing strategies."

Budget is tight, so cost-effectiveness is crucial."

"I need a consulting partner that understands our industry."

"How can I make our marketing stand out in a crowded market?"

"Will Bright Ideas Consulting provide practical solutions?"

"I hope the consulting fee is within our budget."

Researches consulting firms online.

Prepares questions for initial consultation with Bright Ideas Consulting.

Asks for recommendations from industry peers.

Excited about the potential for new marketing ideas.

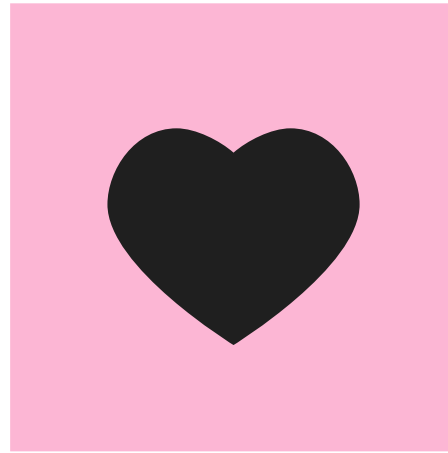
Anxious about making the right choice.

Pressured to achieve results within budget constraints.



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?