

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 don't want to be a burden on others"

Thinks that she is smarter than the average investor

If you can imagine it, you can achieve it. If you can dream it, you can become

"I want to continue growing my wealth even during retirement. "

Create the social media post

Thinks often about the world of finance and investing.

Thinks the right advisor could be a good sounding board and ally



Create the social media post Team 2

> M. Hemala K. Indhirani A. JeyaPriya

S. Janani shree

Keeping up on new type of investment even if she doesn't take the plunge

Check the financial markets and reading up on the latest financial news and trends

about weathering a major downturn financial crisis or recession

Feels worried

Feels joy from watching the market as an everyday hobby and wants to keep it that way

Feels energized by optimizing her wealth and passing down an inheritance to her



Does

Listens to

investing

investing

newsletters

podcasts and

rads subscription

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?



