



VectorStock

Sadness

anger

Fear

Psychological
issues

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



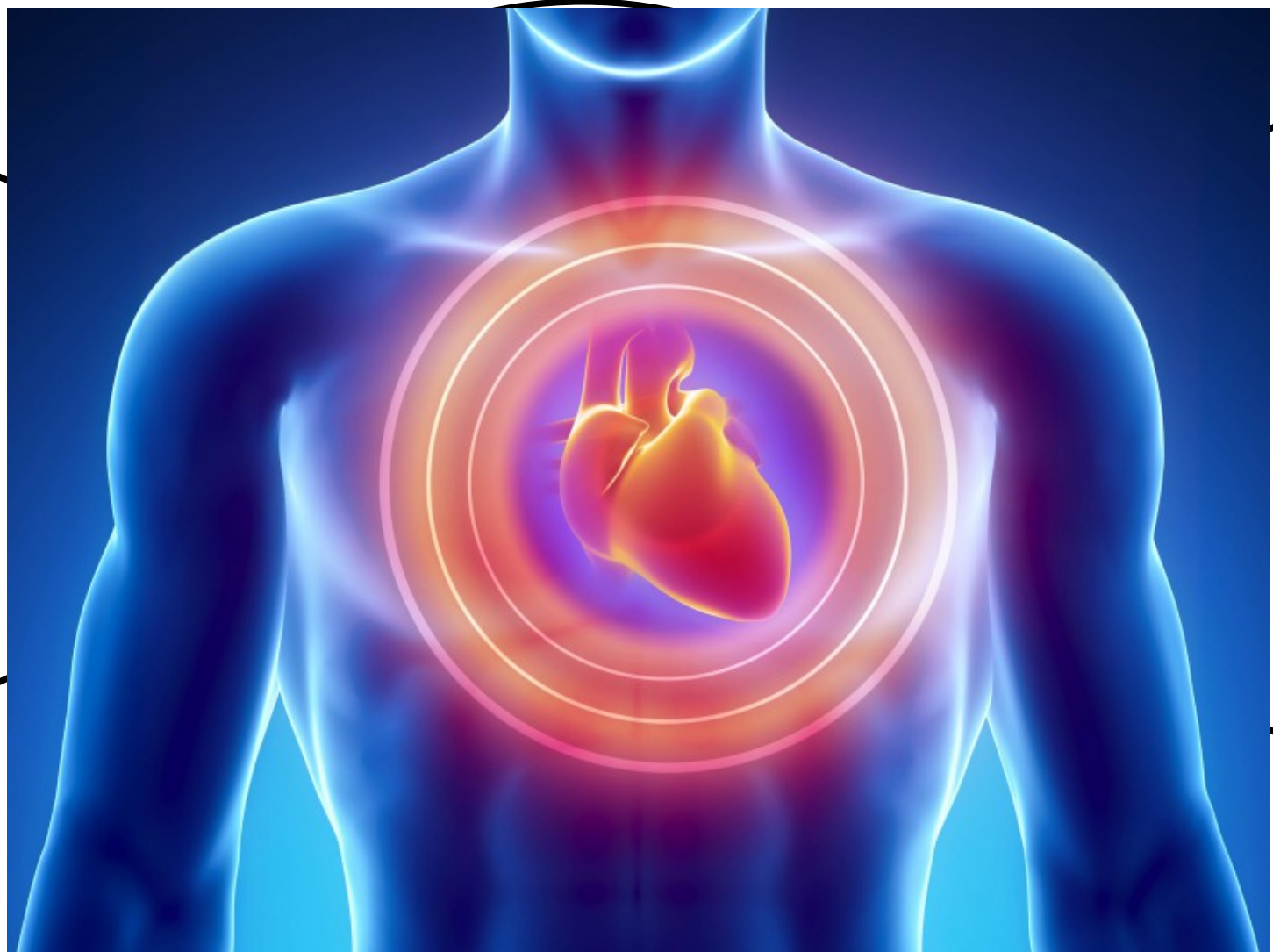
What do they HEAR?

what friends say
what boss say
what influencers say

Limit Fats

on,t drink
alcohol

weight loss



Medications
to control
hepatitis

lifestyle
modifications

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

effect of
marital
status

Effect of
education

low socio-
economic
status

PAIN

fears
frustrations
obstacles

Chest pain

Shortness
of breath

Pain in the
neck

GAIN

"wants" / needs
measures of success
obstacles

back to
their daily
activities