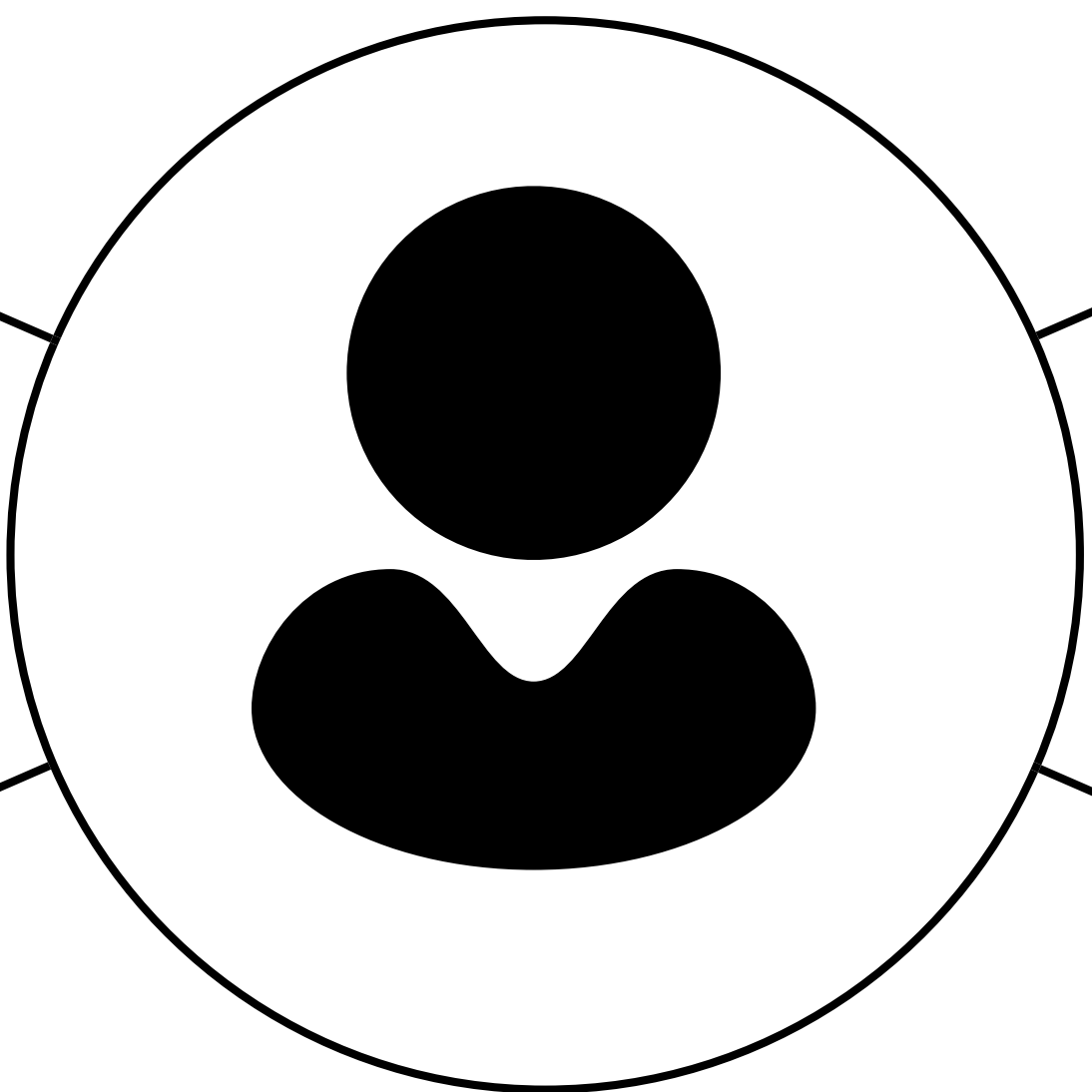


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations

Useful  
Pricing  
Long term  
supportive

importance  
prediction  
Skills



*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

waste of  
source  
Not useful  
Might be  
helpful

*What do they*  
**SEE?**

environment  
friends  
what the market offers

Complication  
can't be  
used  
efficiently  
Not enough  
Skills

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

not  
important  
Waste of  
time  
will be  
availabe at  
free of cost

**PAIN**

fears  
frustrations  
obstacles

lot of work  
Low in  
resources  
Non  
affordable  
contents

**GAIN**

"wants" / needs  
measures of success  
obstacles

can predict  
future  
can save  
more than  
expected  
high impact  
on these  
resources.