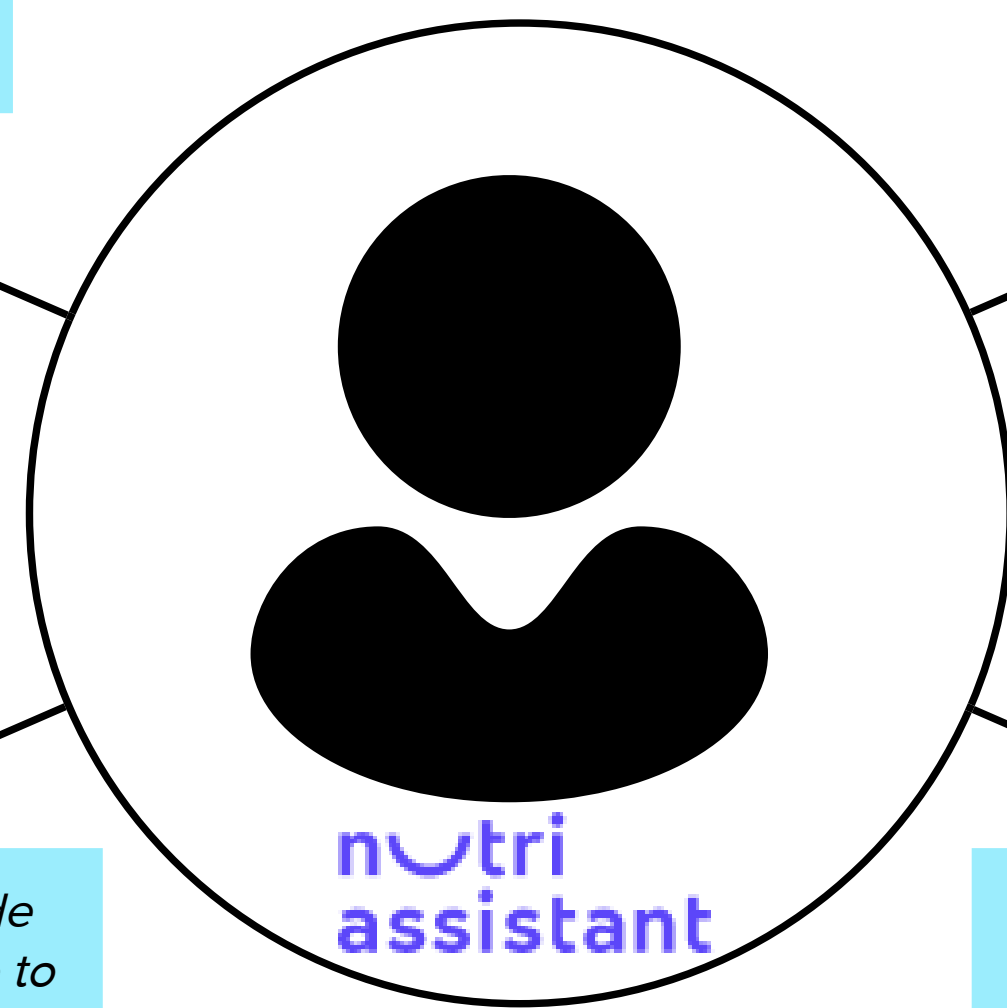




What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they HEAR?

what friends say
what boss say
what influencers say

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

GAIN

“wants” / needs
measures of success
obstacles

LEARN PORTION CONTROL

Planning your own meals will allow you to see how much you're actually eating. This also prevents you from overeating at restaurants, which tend to serve a way bigger portion than you should actually be eating.