

Think and Feel?
What really matters
Worries/Aspirations?

See?
Environment
Social Media
Websites
Magazines
What the markets offers

Hear?
What friends say
What family say
What boss/peers say
What influencers say

Say and Do?
Appearance
Attitude in public

Pains
Fears
Frustrations
Obstacles

Gains
Wants/Needs
Measure of success
Goals