



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?

You can target your audience at the right time.

It improve communicatins at all stages of the buying process.

It increces your reach.

Improve product offerings.

Enhance customer engagement to drive renvenue growth.

Business can optimize their marketing strategies.

It aims to analyze customers spending behaviour and identify opportunities for growth.

Gaining deep market insights is essentials for businesses to thrive and grow.

It helps in the promotions of product.

You can learn how to promote yourself and your work.

Hopeful that analyzing spending behaviour will lead to increased profits.

Curious about consumer spending behaviour and market trends.



Does

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?