



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?

"We need help growing our business"

"We're not sure where to start."

"We want to make sure we're making the right decisions."

They're feeling overwhelmed and confused.

They're worried about making the wrong choices.

They're eager to learn and grow.



Clients of various fields

Clients who are in need of various services such as management consulting, financial advise, etc..

Network with other businesses.

Attend industry conferences.

Read business blogs and articles.

Excited

Anxious

Stressed



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?