



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?



usefull  
messages

its  
entertaining  
and  
educational  
content

whether your in  
the mood for  
funny  
moments,  
news updates.

our thoughts and  
feeling  
influence our  
behavior  
ultimately  
outcome

Behavior are  
our action or  
the way we  
pesent

They need  
hope from  
the  
subscribers

Became an  
inspiation to  
other

good  
creative  
outlet

gain  
qualified  
traffic

Became a  
thought  
leader in  
your indusry

go on trip  
around the  
world

travel to  
your dream



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?