## EMPATHY MAP **Thinks** Says What are their wants, needs, hopes, and dreams? What have we heard them say? What can we imagine them saying? What other thoughts might influence their behavior? Create Compelling Content Thing Choose Your Target Audience Objective Set Your and Objective Strategy Content Creation creating an sponsored post for instagram Craft Choose Captivating the Right Create Caption Content Compelling Visuals Identify Set Your Understand Your Target Objectives Your Audience Audience **Feels** Does What are their fears, frustrations, and anxieties? What behavior have we observed? What other feelings might influence their behavior? What can we imagine them doing? See an example