



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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?



ENTREPRENEURS

Short summary of the persona

A life without a passion has no solid foundation

it inspires me that "doing" takes a lots of hard work but it is worth in it end

TAKE RISK:
risk is a necessary evil in bussiness

Face your fears:
you may need to do some public speaking

it is all about faith and believing the evidence that is seen with your heartand your eyes

focus on being the best you can and not your competitors are doing

Abudant:
They can improve a situation,create new opportunities

Not afraid of failure:
Don't fear failures"failure" is simply a stepping stone to learn and success

plans of action:
specific activities like determining goals,identyfying markets and developing sales marketing strategies

plan and strategize:
entrepreneurs spend time planning and stratergize to improve bussiness

Empowered:
stronger,confidence in your skills,ability and knoeledge coinciding with a sense of control of bussiness

Trust:
They trust others,but they also put an incredible amount of trust in themselves

Network:
They spend a good deal of time networking and building relationships with varies other professionals and companies

Operation of their bussiness:
overseeing products,managing and directing employees,handling financial aspects

Discouragement:
A loss of confidence or feeling like you've lost enthusiasm or hope

Doubt:
A lack of conviction in your own abilities or uncertainty in asituation