

## Says

What have we heard them say?  
What can we imagine them saying?

Book covers,  
shelves filled  
with books.

People  
enjoying a  
cup of coffee  
while reading

Your  
bookshop's  
logo and  
branding.



## Thinks

What are their wants, needs, hopes,  
and dreams? What other thoughts  
might influence their behavior?

**Exploration  
Desire:**  
Curious about  
discovering new  
books, authors,  
and genres.

**Community:**  
Seeking  
connections with  
fellow book  
enthusiasts.

**Curiosity:**  
Interested in  
new arrivals,  
events, and  
promotions.



# Chapters and Verses

Express  
interest in  
reading  
diverse  
genres.

Share book-  
related quotes  
and posts on  
social media.

Discuss the  
latest  
bestsellers and  
hidden gems  
with others.



**Curiosity:**  
A sense of  
wonder and  
anticipation.

**Belonging:**  
Finding a sense  
of community  
and connection

**Convenience:**  
Experiencing  
ease and  
comfort in  
book access.

## Does

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

## PAINS

1. Time
2. Discovery
3. Budget
4. Overwhelm

## GAINS

1. Discovery
2. Connection
3. Motivation
4. Belonging

## Feels

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