



Says

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

"I heard him say..."
is the perfect tense
and simply
describes
something that
happened in the
pas

A man may *imagine*
things that are false,
but he *can* only
understand things that
are true, for if the
things be false, the
apprehension of *them*
is not ...

Give it a shot. What
did you *imagine*?
An empty void of
nothingness? Well
that is still
something. Simple
pure blackness?



Persona's name

Short summary of
the persona

Thinks

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



vI'm a simple
man. I want to
have a healthy
and fulfilling
relationship.
Build

Our thoughts and
feelings influence
our behaviors,
choices, and
ultimately,
outcomes." Als

The same
experience
(swimming) viewed
differently by each
of us (thoughts)
causes different
emotions

. While many
people think
anxiety
immediately leads
to feelings of anger,
it usually leads to
frustration ...

life
experiences -
family, culture,
friends, life
events

physical factors -
age, health,
illness, pain,
influence of a
substance or
medication.



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?



See an example