



Says

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

create and  
send  
from your  
home

manage  
your guest  
list easily

are for the  
environment



Thinks

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

share the  
details that  
matter

save  
valuable  
time

are for the  
environment

Invitation

plenty of  
choice

easy to  
personalize

send  
coordinated  
thank you  
notes

surprise  
and delight

to participate  
in the joy of  
young spouses  
or in the birth  
of a baby

we joyfully invite  
you to share in  
our happiness  
at our wedding  
celebration



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