



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?



Find a template that reflects your brand

Settle on a size and shap

Find the right typeface

Orange your information

Do double Duty

Maximum your loge

Leave some white space

Business logo

Add something special

Use our business card

Visiting card esign

Business card template



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?