



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?



'I don't want to be a burden on others

"I want to continue growing my wealth evan during retirement'

'I don't want to have someone else manage my finance completely

Thinks the certificate of national sports meet

Thinks the certificate of school speech competition

Thinks the certificate of marathon meet

conducts her own market research and wants to discuss her finding with her advisor

checks the financial markets and reading up on the latest financial news and trends

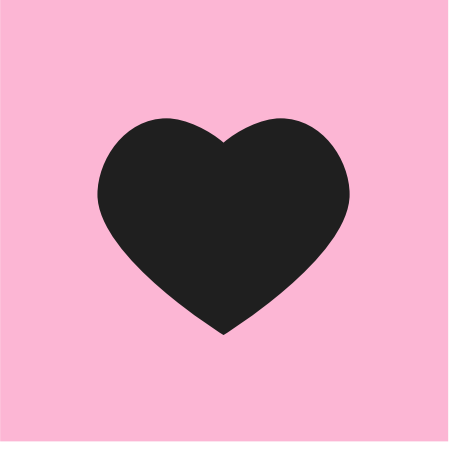
feels excitement

feels worried about weathering a major downturn financial crisis or recession



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?