



**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?



share tips  
about life

use short form  
videos



use original  
audio in reels

popular place  
in post



attracte your  
fans using  
your dress  
codes

want funny  
videos

talk about  
your  
advocacies

post clear  
image and  
original audios

celebrate your  
customers



feel like your  
family

live videos

announce deals  
and sales  
events



**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?