



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?

Gather your financial statements

Create business value

Highly influential and relevant

Leverage and utilize your talents

Create list of monthly expenses

Examine your expenses



**Persona's name**  
Short summary of the persona

Value creation- discovering what people need or want, then creating it

Marketing- attracting attention and building demand for what you've created

Patience, enthusiasm and surrounding yourself with a good team

Sales- turning prospective customers into paying customers

Focusing on customers, including what they want

They feel and where to find them



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?