



Says

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

We need help growing our business

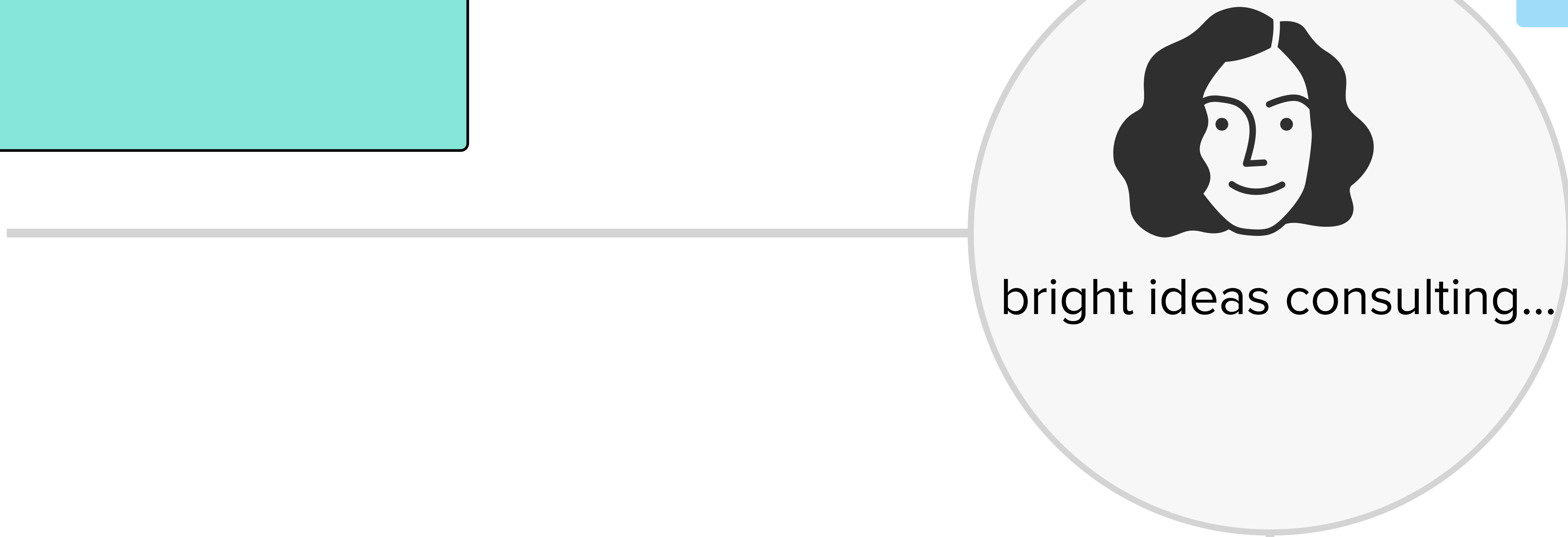
We're not sure where to start."

We want to make sure we're making the right decisions.

Attend industry conference

Read business blogs and articles.

Network with other businesses.



Thinks

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



They're feeling overwhelmed and confused.

They're worried about making the wrong choice

They're eager to learn and grow.

Excited

Anxious

Stressed

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?