



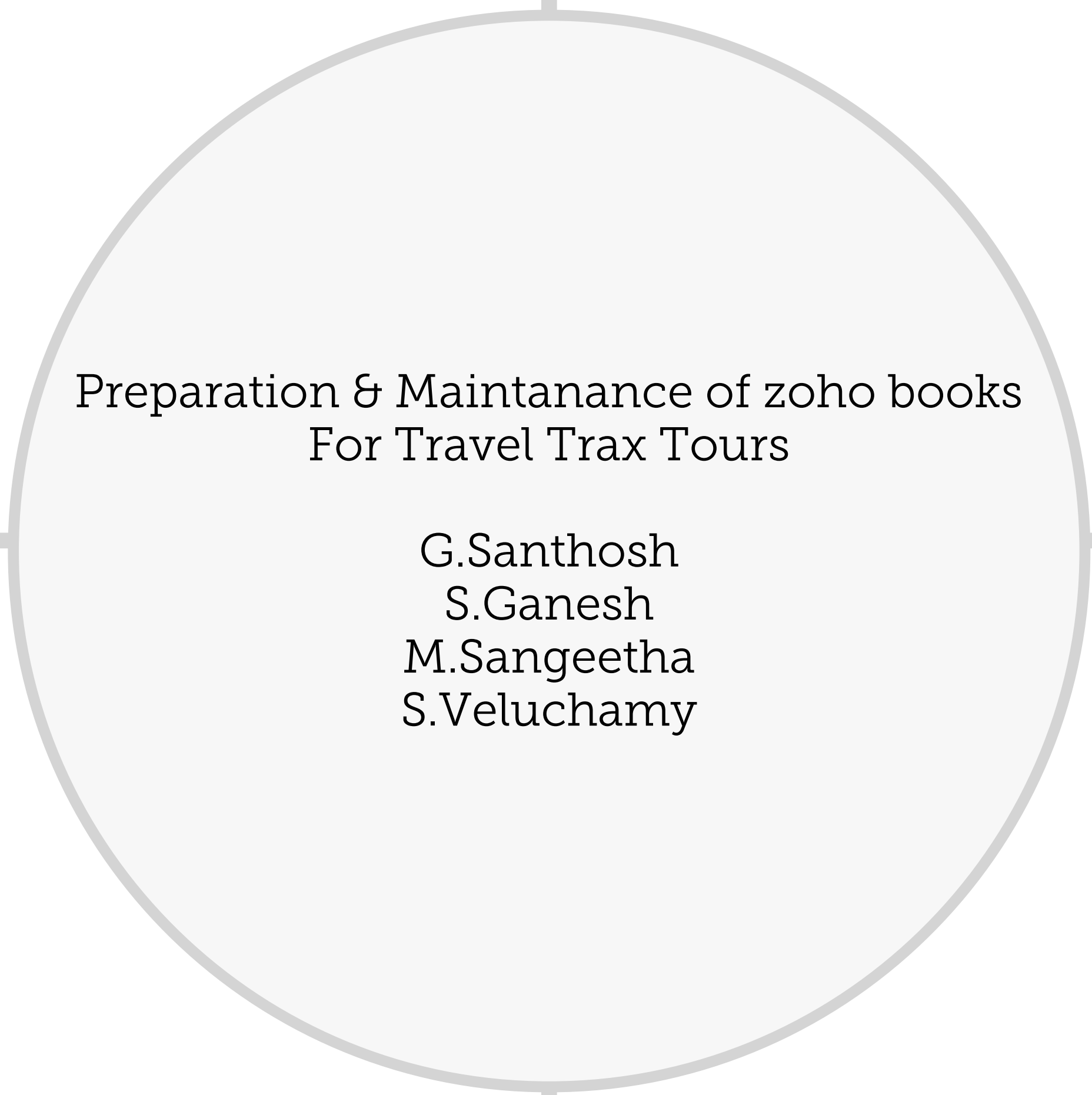
Says

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?



Top only track
tours is the only
US- based tour
company owned
and operated by
enthusiasts

top tracks tours
is all about
bringing people
together to make
thrilling
memories

We build
connections
and
community.

Top track tours is
the only US-
based tour
company owned
and operated by
enthusiast

every tour
plan for a safe,
efficient,and
trilling
adventure

Top track tours is
all about
bringing people
together to make
trilling memories



We are all
about the
trills

We build
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and
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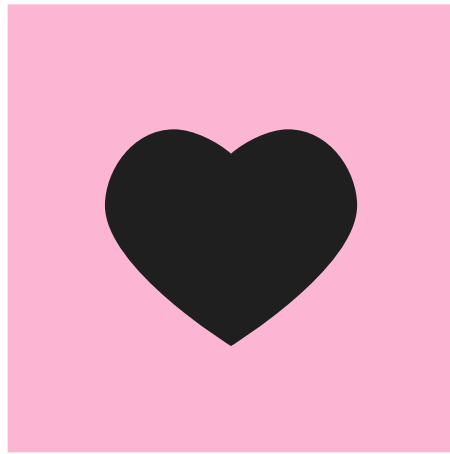
We are all
about the
trills

Welcoming group
who are all riding
every tour plan for
a safe, efficient,
and thrilling
adventure



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?