



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?

They are very personal bright ideas consulting process making from customs walks

Direct influence in the decion that clients make and the final and come

The really compelete one the accuracy proficiency and option of the consultant

It is of the important that accomplate be and present themself experience

The consulting will be one on one with client offering information and solution

Therefore wrong on increase information can have a very negative impact to the determined of both of the client



Bright Ideas consulting

Short summary of the persona

The yard tick of success is total satisfaction

The best investment to make bright to the stock as to drop

Consult is means to an end bright ideas

A consult will have does not behalf of the client

A finally consult will have to always to top of trends

As a consult you are bridge what a client wants



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?