



**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?



**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?



Candidates express their policy positions, campaign promises, and vision for their constituencies.

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They communicate their qualifications ,experience, and dedication to public service.

Candidates may be thinking about the pressing issues facing their constituencies and the nation.

Candidates might be concerned about the competition and their chances of winning.

They could be strategizing on how to connect with voters and gain their trust.

They participate in debates and discussions to articulate their views.

Candidates interact with constituents, seek endorsements, and try to build a supportive network.

Candidates engage in various campaign activities, such as rallies, door-to-door canvassing, and public speeches.

They may feel the weight of responsibility, knowing they're vying for public office.

Negative campaigning and criticism may elicit frustration or disappointment.

Candidates likely experience a range of emotions, including excitement, anxiety, and determination.