



Says

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

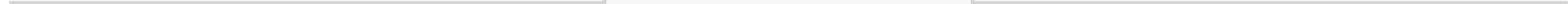


Thinks

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



Bright ideas consulting
Seeks a consulting firm



"I need a consulting firm that understands our industry."

"I want a clear plan of action to improve our marketing strategies."

"I'm worried about the competition gaining an edge over us."

"What strategies will yield the best return on investment?"

"How can we differentiate ourselves in the market?"

"I need to impress my superiors with concrete results."

Present ideas to the management team.

Look for a consulting firm with a proven track record.

Research on the latest marketing trends

Excited about the prospect of innovative marketing strategies

Pressure to deliver measurable results.

Anxious about the company's performance



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?

 [See an example](#)