



Says

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

Estimate of  
business  
industry

having  
educated  
idea

startup  
benefit  
business

business  
expeness  
individual  
components



Thinks

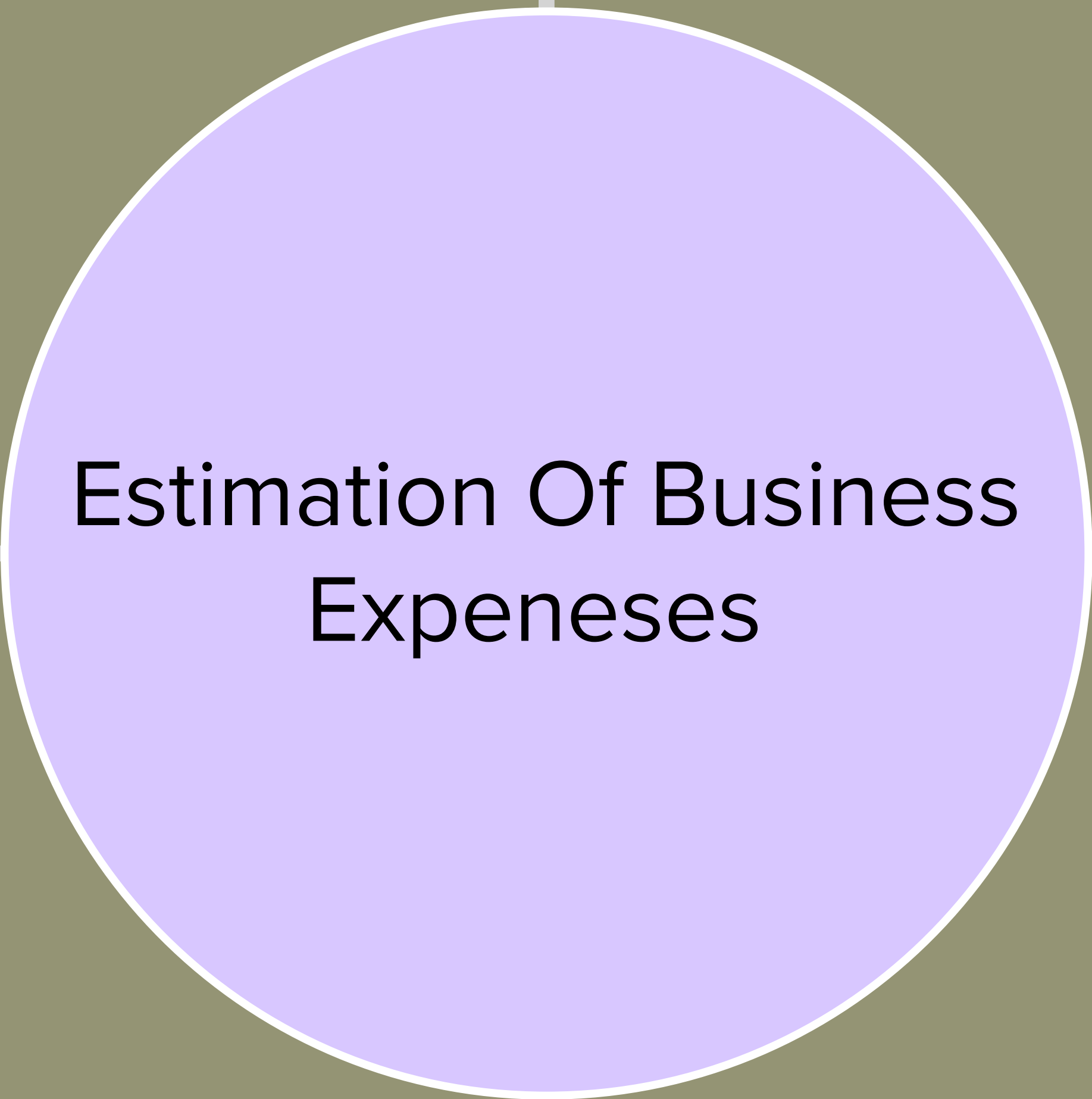
What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

conduct a  
break even  
analaysis

business  
document  
outlines  
objectives  
benefits

online  
business  
and sevice  
providers

save money  
with tax  
deductions



business  
evaluate the  
expenes

manufacturing  
product are  
service

business  
value  
quantity

estimate  
demand  
product

growth  
understanding

business  
model and  
interpret

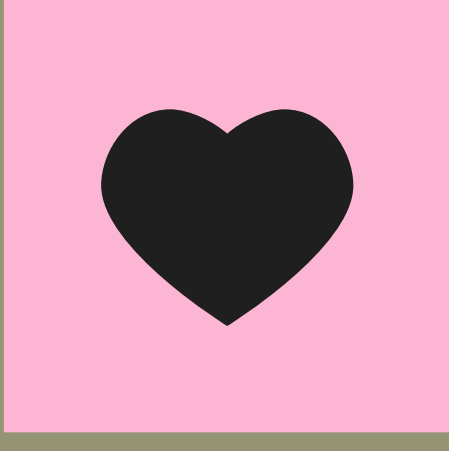
tips to help  
manage  
them

generates  
profit in  
article



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?