



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?

details of
the event or
gathering.

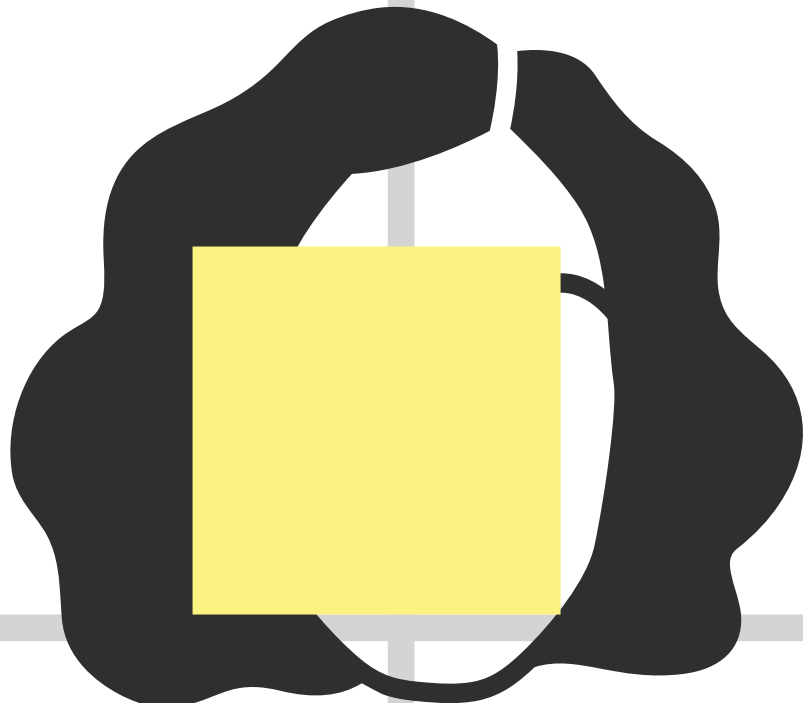
concise
message
that conveys
the purpose

Put yourself
in the shoes
of the
recipients.

Craft a clear
and concise
message that
conveys the
purpose

Are they
excited,
curious, or
hesitant

What might they
be thinking or
feeling when
they receive the
invitation



looks for
graphic
designers

Researches
different
mural map
designs

Consider the
emotional
responses
you want to
evoke.

printing
services that
can create
custom
designs

Ensure your
message
aligns with
these desired
emotions.

Do you want
them to feel
excited, happy,
or motivated to
attend



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?