

Says

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

> I don't want to have someone else manage my finance completely.

> > checks the

financial markets

and reading up

financial news

on the latest

and trends.

maintains an active

partnership with her

potential investment

advisor, proposing

and discussing

strategies.

i want to continue growing my wealth even during retirement.

i don't want to be a burden an others.

tharuniga

for fashion haven

Thinks

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

> think some financial advisors have questionable motivation.

Thinks that she is smarter than the average investor.

Thanks the night advisor could be a good sounding board and any.

Feels frustrated when her ideas or questions are dismissed or not adequately

addressed.

Feels excitement about investing causing her to take to many risk as the approaches old age.

Feels joy from watching the market as on te everyday hobby and wants to keep it that way.

~—

Does

conducts her

wants to discuss

her findings with

own market

research and

her advisor

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?





