



Says

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

"I don't have time to plan an event myself."

I'm on a tight budget.

I want to make sure my event is professional and memorable.

I need help with everything from finding a venue to booking vendors

I'm worried about making the right decisions.

I don't want to overspend.

I want my event to be special.

I hope my guests have a great time.

Thinks

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



Does

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

Meets with potential event planners to discuss their needs and budget

Books an event planner and provides them with their vision for the event

Searches online for event planning services

Reads reviews of different event planners

Stressed

Overwhelmed

Excited

Nervous

Feels

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



See an example