



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?



Feels

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



Does

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

Create a reel design
using canva

- 1. ***"I feel so stressed lately; I need something calming."
- 2. ***"I wish there was more positivity on social media."
- 3. ***"I love reels that make me smile!"
- 4. ***"I'm tired of seeing negativity; show me something inspiring!"
- 5. ***"I want to connect with content that understands my emotions."

- 1. ***"Can you make me laugh? I could use a good laugh right now."
- 2. ***"I wish someone would create content about self-care and mental health."
- 3. ***"I want to see stories of kindness and compassion."
- 4. ***"Is there anyone out there who feels the way I do?"
- 5. ***"I crave authentic content; something that feels real and genuine."

- 1. ***"I'm in the mood for something creative and inspiring."
- 2. ***"I wonder if I can learn something new from this reel."
- 3. ***"I hope this content is inclusive and diverse, representing different perspectives."
- 4. ***"I want to feel understood and connected through this reel."
- 5. ***"I'm open to discovering new ideas and perspectives."

- 1. ***"I hope this content brings me some joy today."
- 2. ***"I wonder if there are others out there who feel the way I do."
- 3. ***"I need a break from my busy day; I hope this reel provides a moment of relaxation."
- 4. ***"I wish there was more positivity on social media."
- 5. ***"I'm curious about what this creator has to share."

- 1. ***"I love learning new things. Can you teach me something fun?"
- 2. ***"I miss the feeling of being inspired. Can you help me find that again?"
- 3. ***"I need a break from my routine; show me something different and exciting."
- 4. ***"I want to see diversity and inclusivity in the content I consume."
- 5. ***"I want to be part of a positive community. Where can I find one?"

- 1. ***"I wonder if this reel will make me smile or laugh."
- 2. ***"I hope this content helps me feel more confident and empowered."
- 3. ***"I'm seeking a sense of belonging; I hope this reel provides that."
- 4. ***"I wish there was more kindness in the world; I hope to find it here."
- 5. ***"I'm looking for content that aligns with my values and beliefs."

- 1. ***"Scroll through social media looking for something uplifting."
- 2. ***"Engage with content that resonates with my emotions."
- 3. ***"Share content that makes me smile with my friends and family."
- 4. ***"Comment on posts that inspire me; I want to connect with the creator."
- 5. ***"Seek out diverse creators and content that represents different cultures and backgrounds."

- 1. **Joy:** Your audience seeks happiness and positivity; they want content that brings smiles to their faces.
- 2. **Curiosity:** They are interested in exploring new ideas, perspectives, and experiences.
- 3. **Relaxation:** They crave content that provides a break from their hectic lives, offering moments of calm and tranquility.
- 4. **Inspiration:** They want to feel motivated and inspired to pursue their goals and dreams.
- 5. **Connection:** They long for a sense of belonging and want to connect with others who share their interests and experiences.

- 1. ***"Look for reels that offer practical tips and life hacks."
- 2. ***"Explore new topics and ideas through engaging and visually appealing content."
- 3. ***"Save posts that make me feel motivated or help me learn something new."
- 4. ***"Participate in discussions about mental health and self-care."
- 5. ***"Share content that promotes kindness, compassion, and understanding."

- 1. **Empathy:** They appreciate content that understands and reflects their emotions, making them feel understood and validated.
- 2. **Hope:** They seek content that instills hope and optimism, reminding them of the goodness in the world.
- 3. **Gratitude:** They appreciate acts of kindness and content that promotes gratitude and mindfulness.
- 4. **Confidence:** They want content that boosts their self-confidence and self-esteem, making them feel empowered.
- 5. **Comfort:** They look for content that provides a sense of comfort, like a warm hug on a rough day.

- 1. ***"Follow creators who create a sense of community and belonging."
- 2. ***"Engage with content that promotes positivity and inclusivity."
- 3. ***"Look for content that provides a break from the mundane and routine."
- 4. ***"Support creators who create content aligned with my values and beliefs."
- 5. ***"Seek out content that encourages self-reflection and personal growth."

- 1. **Surprise:** They enjoy content that surprises and delights them, bringing unexpected joy to their day.
- 2. **Inclusivity:** They feel valued when content includes diverse perspectives, cultures, and backgrounds, promoting a sense of inclusivity.
- 3. **Calm:** They seek content that calms their anxieties and stresses, providing a moment of peace.
- 4. **Amusement:** They appreciate humor and enjoy content that makes them laugh, providing a lighthearted experience.
- 5. **Fulfillment:** They want content that fulfills their emotional needs, leaving them satisfied and content after watching.