



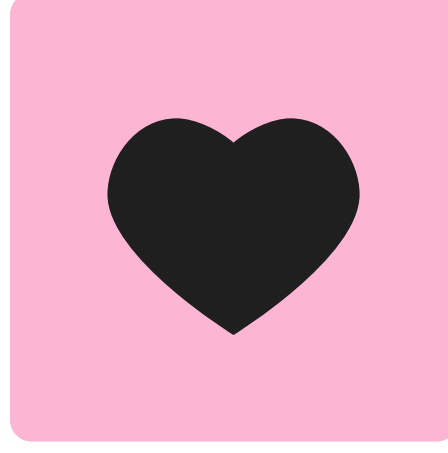
Says

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?

See an example

CREATING A BLOG
USING WORDPRESS
PLATFORM

TITLE
JUSBORN
VALLEY

The shop owner shares detailed information about the baby clothes and accessories, highlighting their quality, design, and features.

They mention ongoing or upcoming sales, discounts, and promotions to attract customers and create a sense of urgency.

The shop owner considers what customers are looking for in terms of baby clothing and accessories.

They might be thinking about what other similar businesses are offering and how to stand out in the market.

The shop owner emphasizes their commitment to excellent customer service, assuring customers of assistance and support.

They announce new arrivals and trends, encouraging customers to stay updated with the latest baby fashion.

Thoughts might revolve around effective marketing techniques to attract and retain customers.

The owner thinks about where to source the best quality and stylish baby products to meet customer demands.

The shop owner considers what styles, colors, and designs are currently popular among parents shopping for their babies.

They contemplate stock levels and how to balance having a variety of items without overstocking or running out of popular products.

The shop owner feels a deep passion for providing high-quality baby clothing and accessories that are both stylish and safe for infants.

They empathize with new parents and caregivers, understanding the desire to provide the best for their babies and the challenges they face in finding suitable products.

Thoughts revolve around seasonal trends and how to prepare for different weather conditions and holidays.

They assess the strategies and offerings of competitors, looking for opportunities to differentiate and excel.

There is a strong sense of dedication to ensuring that every customer has a positive shopping experience and finds the perfect items for their baby.

They take pride in offering eco-friendly and sustainable products, contributing to a healthier and more environmentally conscious future for the next generation.