

Says

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

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



Thinks

"I don't want to Have someone else manage my finance completely "

"I don't want to be a burden on others"

"I want to continue growing my wealth even during retirement"

Thinks The certificate for a cultural event in school

Thinks The certificate for a sports meet

Thinks The certificate for a national speech competition



certificate

Designing Visually Appealing certificate for a debate competition canva

about investing Causing her to take too many risks as She approaches old

Feels excitement

own market research and wants to discuss her finding with

Conducts her

her advisor

Listens to investing podcasts and reads Subscription Investing newsletters

Checks the financial markets and reading up on the latest Financial news and trends

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

Feels worried about weathering a major downturn financial crisis or recession



Does

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



Feels

