



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?

"I want to make sure this post resonates with my followers."

"How can I make this sponsored content feel authentic and not overly promotional?"

"I need to disclose this as an ad to be transparent with my audience."

"I'm grateful for the opportunity to collaborate with brands I genuinely love."

"I hope my followers trust my recommendation."

I wonder if the post will fit seamlessly into my Instagram aesthetic."



customer

laptop repair

Conducts research on the brand's products and values to ensure alignment with personal values.

Monitors post engagement and responds to comments and questions from followers.

Grateful for the collaboration and the income it generates.

A bit apprehensive about maintaining authenticity and trust with followers

Brainstorms creative ways to incorporate the brand's message into engaging content.

Hopeful that the post will perform well and benefit both the brand and personal brand



Does

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



Feels

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