



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?

the equipment  
you need to open  
a clothing store  
should enhance  
your store's  
decorating them

outdoor  
signs get  
that message  
out

favorite self  
care tip

run a sale

share a  
review from  
a loyal  
customer

run a  
giveaway



Fashion Heaven

offer a  
freddie

announce a  
new  
product

throwback  
to when you  
first started  
you diz

share the  
story behind  
your store's  
name

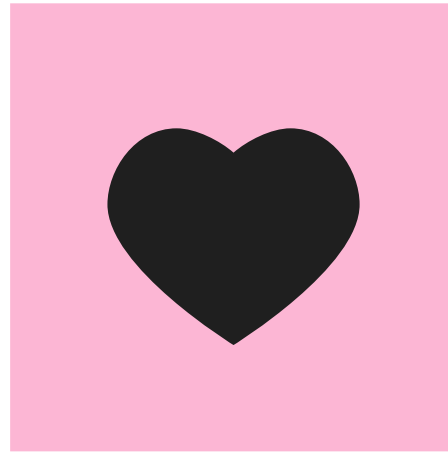
a tailor to  
get them  
shortened

dasis and  
are  
affordable



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?