



**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?



**Persona's name**

Short summary of the persona

[See an example](#)

Clearly outline the goals of your analysis.

Gather relevant data sources, which may include sales data, customer surveys, market reports, and competitor analysis.

Study your competitors' offerings, pricing strategies, and customer acquisition tactics.

Map out the entire customer journey, from awareness to purchase and beyond

Segment your customer base based on demographics, psychographics, purchase history, and other relevant criteria.

Examine historical spending patterns to identify trends and seasonal variations.

Map out the entire customer journey, from awareness to purchase and beyond

Stay updated on market trends, consumer preferences, and emerging technologies that may impact spending behavior.

Implement advanced analytics and machine learning models to predict future spending behavior.

Calculate the CLV for different customer segments to prioritize high-value customers

Develop a comprehensive strategy that leverages your identified growth opportunities while mitigating risks

Implement your strategy in stages and monitor the results.

Based on your analysis, pinpoint opportunities for growth. This could include expanding into new markets, launching new products or services, or optimizing pricing strategies.

Assess potential risks associated with your growth opportunities, such as market saturation, regulatory changes, or economic downturns

Communicate your findings and strategy to relevant stakeholders within your organization.

Regularly monitor key performance indicators (KPIs) to track the success of your growth initiatives



**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?

