



Says

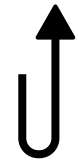
What have we heard them say?
What can we imagine them saying?

Social
media
handles

A QR code

Consider
using 3D
effects on
your business
cards

Designing
profession
business card



Thinks

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



Memorable
branding

Professional
layout and
design

For artist,for
industry, for
designers



Designing profession business card

Short summary of
the persona

Pick
versatile
color
options

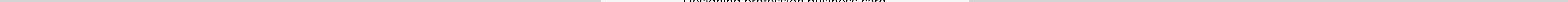
Brainstrom
words that
describe
your brands

Start with
your story

Keep it on
brand

Include only
Whats most
impotant

Use
professional
printers



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?



 [See an example](#)