



Says

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

Contact details.

Social media handles.

Your address and title.



Thinks

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

Leave some white space.

Find a template that reflects your brands

Add something special



Abinaya's Group

Easy to read and clear cut.

Networking events.

Meeting with clients and or contacts.

looming presence an invisible force

Taking risks and pursuing their their dreams.

Fear of strees and responsibility.



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?