



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?



Marketing

Short summary of  
the persona

Think marks are a tool for helping your students learn to think as they read.

Of essay on marketing. Marketing is a comprehensive term and it includes all resources and a set of activities necessary to direct and facilitate the flow of goods

A felt used in papermaking to make a design(as ribs or stripes) discernible on the face of the finished paper.

The activity of checking, correcting, and giving a mark to students' written work: couldn't go out with the others because I had a pile of marking to do.



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?