



Says

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

What the customer has explicitly said about their product or service.

What you believe the customer's target audience would be interested in.

The customer's values and brand identity to craft a message they might endorse.



Thinks

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

Wants and Needs: How can this product satisfy my needs and desires?

Hopes and Dreams: Will this product help me achieve me goals and aspirations?

Influencing Factors: What are others saying? Is it affordable and convenient?



Create a Social media post

Engagement:
Customers liking, sharing, or commenting on posts.

Conversion:
Clicking links or making purchases based on posts.

Advocacy:
Customers actively promoting the brand to others.

Fears and Anxieties:
Concerns about product quality, safety, or future uncertainties.

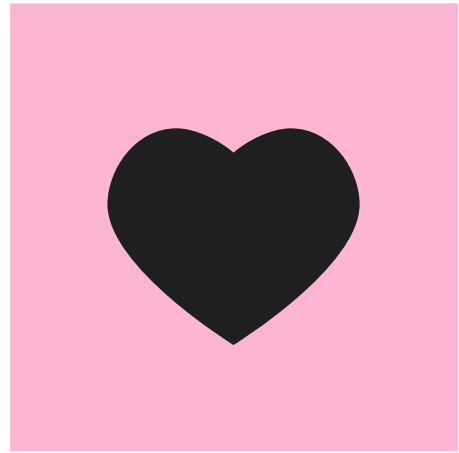
Frustrations:
Issues with customer service, delivery, or product performance.

Influential Feelings: Curiosity, excitement, trust, or a sence of belonging can also drive behavior.



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?