



Says

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

You can either  
send it via email/  
text /socialmedia  
to invite your  
virtual

So a reminder-  
via email,  
postcard, and/  
or social media

the hos't name, the  
event title, date  
and time, location,  
RSVP instructions,  
and any other  
relevant details



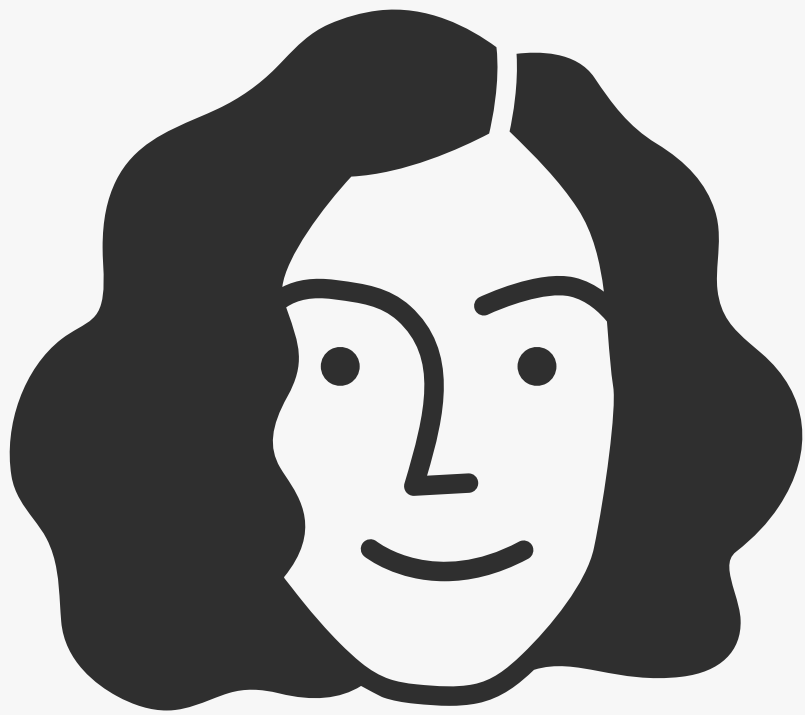
Thinks

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

Create epic  
party  
invitation  
with canva

If you don't have  
a canva account  
yet, you'll be  
asked to create  
an account

Personalization is the  
act of tailoring an  
experience or  
communication based  
on information a  
company has learned  
about an individual



R. Kishore  
Personalized  
invitation using  
canva

Spotify and  
Netflix are  
example of  
personalized  
content

All free photo,  
music and video  
files on canvas can  
be used for free for  
commercial and  
Noncommercial use

any brand  
messaging that  
creates a unique,  
trargeted experience  
using specific data  
and information  
about the customer

Anxiety is often  
connected with  
overstimulation  
from a stressful  
environment or  
threat

Physically relax :  
take a spa day, get  
a massage, or  
simply sit in a  
comfortable chair  
and relax for a few  
minutes

Identify three  
objects they  
can see, hear,  
and touch



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?