



Says

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

Privacy
successful
entrepreneurs
have a much
bigger change

If you can teech
people to stay
in shape that
there is no need
to yourself

Automatically
target wider
audience that
might help

Thinks

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



Five year
seven month
old limited
liability
partnership

Classified as
microenterprice
in the financial
year 2023 to 24

Zoho books for
bright idea
consulting

The variety of
small
businesses is
overwhelming

To offer
leadership on
an interim of
short team

The other is
when you
build a
platform that
people

To produce
hame for
sales

Delivery
your
department
ambition



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](#)

