



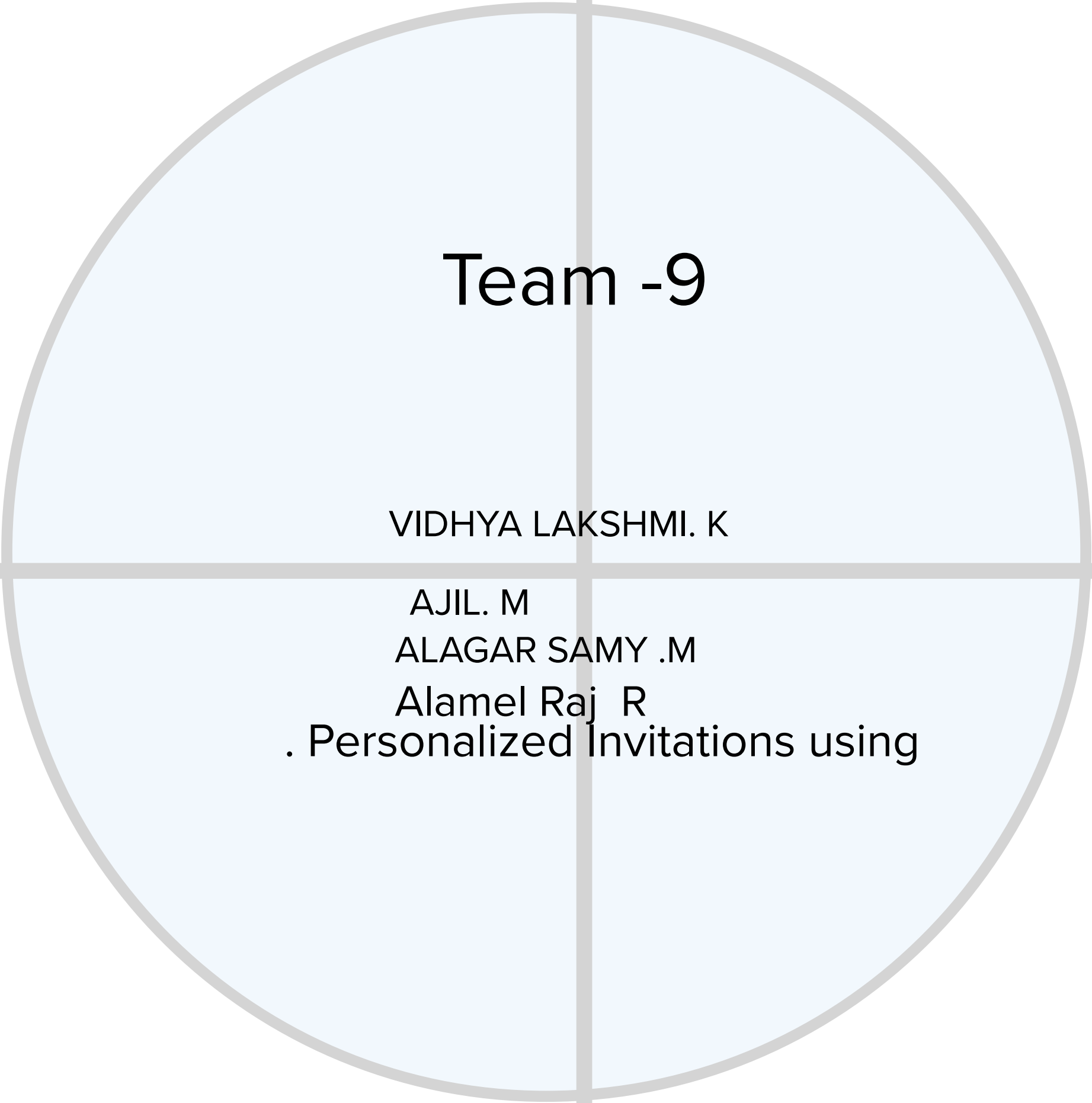
Says

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?



1. Create Epic Party Invitations with Canva. With hundreds of free layouts to choose from and a library packed with awesome images, creating the perfect party invitation in Canva is ridiculously easy.

3. An invitation is a request, a solicitation, or an attempt to get another person to join you at a specific event.

2. When you receive an invitation to join a Canva team, you'll see a notification in the top bar of your Canva homepage.

1. Personalized invitations make recipients feel like you care enough about them to set up an event tailored to what matters most to them.

2. when prospects feel special and personally connected with your business, the more likely they are to come and want to learn more about your products and services.

3. The main purpose of writing invitation letters is to coordinate the number of guests coming a few days before the date of the event

1. Adding a photograph of the hosts is an excellent way to make your invitations more personal.

2. This is the perfect place for a headshot or group photo, depending on your event.

3. It can be helpful to include the name of each person in the photo so that guests know who they'll be meeting when they show up.

1. let your guests know the purpose of the event (if there is one), the time (start and end), the place, special instructions (for example, costume party), and style (formal or casual).

2. Your invite should reflect the theme of the event. It should do more than just inform people of the practical details.

3. It should be a part of the event itself by building excitement ahead of time. So whether you opt for a mailed paper invite or a quick-electronic message, it has to match the general theme of the event.



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?