



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?



Persona’s name

Bright Ideas Consulting
M. Muthusonali
M.Saimugapriya
P. Rajalakshmi
M. Rajalakshmi

1. "We provide innovative solutions to your business challenges."
2. "Our expertise can transform your company."
3. "We listen to your needs and ideas."

1. "Will Bright Ideas Consulting understand my unique business needs?"
2. "Can they really deliver on their promises?"
3. "I hope they can help us stay competitive."

1. Excitement about the potential for positive change.
2. Concern about the cost of consulting services.
3. Hopeful about finding solution to current challenges.

1. visit the Bright Ideas Consulting website.
2. Contact them for an initial consultation.
3. Check online reviews and client testimonials.



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?