



Says

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

I'm not sure if I can trust Soul Creators

I want to know more about Soul Creators and their products

I'm worried about the quality of affordable biomedical solutions

I can't afford the latest biomedical solutions."



Thinks

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

Talking to friends and family about Soul Creators

I am worried about the quality of affordable biomedical solutions

I want to know more about Soul Creators and their products

I want to be able to trust Soul Creators

SOUL CREATORS

By creating high-quality, informative, and engaging YouTube ad content

Searching for affordable biomedical solutions online

Reading reviews of Soul Creators and their products

Talking to friends and family about Soul Creators

Hesitating to buy Soul Creators products because they're not sure if they can trust the brand.

Hesitant: I'm not sure if I can trust Soul Creators

Frustrated: It can be difficult to find affordable biomedical solutions

Worried: I don't want to sacrifice quality for price

Curious: I want to learn more about Soul Creators and their products



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?