



Says

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

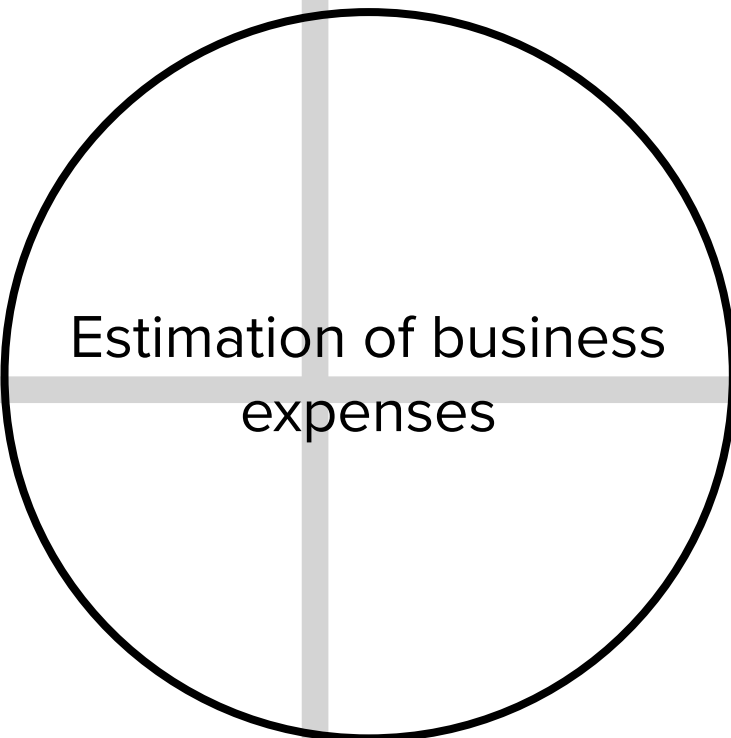
- Whats your burn rate?
- What expenses should you keep ?
- Are you fixed expenses critical for deliverables?
- When was the last month end review?
- Do you use technology to your advantage?



Thinks

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

- This product seems confusing
- Wow! This sales product is great
- Why should I use this product
- I wonder if theres a better alternative
- Is there any customer support available



- Ask for a free trial
- Walks awayfrom this product
- Purchase product
- More research
- Lists positions

- This was a waste of money
- This was a great business
- Overwhelmed
- Excited



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?