



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?

value of  
point

achieve  
next  
steps

Develop my  
skill and  
knowledge

I want to  
develop  
some skills

customer  
feedback

Think value  
of money



Persona's name  
Short summary of  
the persona

Asking  
Great  
Questions

He genuine  
spoke

I thought  
buy the  
product

How to  
improve  
skill use this  
product

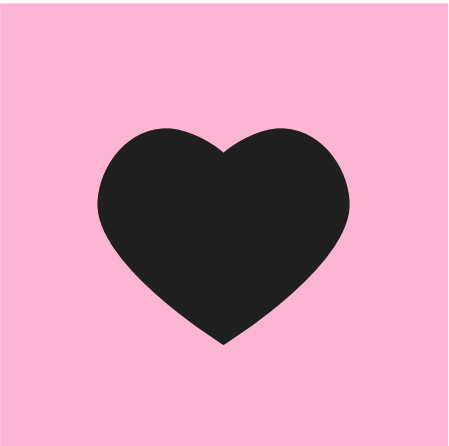
How to  
achieve  
dream

Trust of  
salesman



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?