



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?

Unique
content

Communication

World wide

Expecting
something

Build
relationships

Share your
expertise



Social media post

Improve
connectivity

Motivated

Educate
your self

Increase
visibility

Opportunity

Self
employed



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?

 [See an example](#)