



### Says

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

I want to create an engaging email campaign in Mailchimp

verbal or written feedback they provide

Subject line and preheader text.

Captures explicit statements from the audience regarding their needs.

### Thinks

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



I need to grab my audience's attention and provide value.

The user might want to track the success of the campaign.

The user seeks a user-friendly experience

Consider what they might be thinking when receiving your email.

## Marketing Molly

Researches email design best practices, collects content and images, drafts email copy.

Action taken after reading the email.

Anxious about the email's effectiveness, excited about the potential results.

Explore the emotions of your target audience might experience related to your email campaign

Opens email from specific brand.

Interactions with links, buttons and calls to action.

Goals and Challenges of the audience

Their emotions, concerns and aspirations



### 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](#)