



Says



Thinks

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

"We provide innovative solutions to your business challenges."

"Can they really deliver on their promises?"

Our expertise can transform your company

"I hope they can help us stay competitive"

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Concern about the cost of consulting services

Visit the Bright Ideas Consulting website

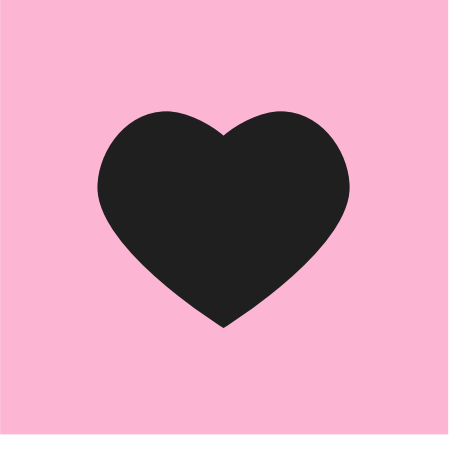
Check online reviews and client testimonials

Hopeful about finding solutions to current challenges



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?