



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?

we heared  
this is most  
helpful

we can imagine  
business is  
helping for  
future and  
studies

business  
expenses is  
most useful  
of this society

your hopes,  
dreams and  
commitment to  
your business  
influences your  
whole team

will have the  
freedom to set our  
on hours , make  
more money, and  
supply our future  
family

Many entrepreneurs  
have the goal of  
growing to the point  
here they need to  
their additional help  
.this is seen as a  
strong growth.

Estimation of business expenses

Short summary of  
the persona

behavioral  
observation is a  
common place  
practice in our  
daily lives

In our mind we can  
play out future to  
predict how we  
would personally  
think, feel , and doing  
so, we experience  
thoughts to them.

we grew believing  
that imagining and  
seeing describes  
different mental  
faculties.

Anxiety is often  
connected with  
overstimulation from  
a stressful  
environment or  
threat.it can occurs as  
a reaction to stress.

Emotions can  
also affect our  
behavior directly.  
then thoughts  
more likely to act  
towards.

In the business is  
emotions are  
forbidden in the  
world because they  
tricks us into making  
decisions on our  
feelings.



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?