



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?



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](#)



ANALYSIS
OF 2019
ELECTION

HOW
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2019

ELECTIONS
WILL HELD
ON SEVEN
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2019

WE FEEL
ABOUT HOW
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