



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?

A Clever  
thought or  
plan.

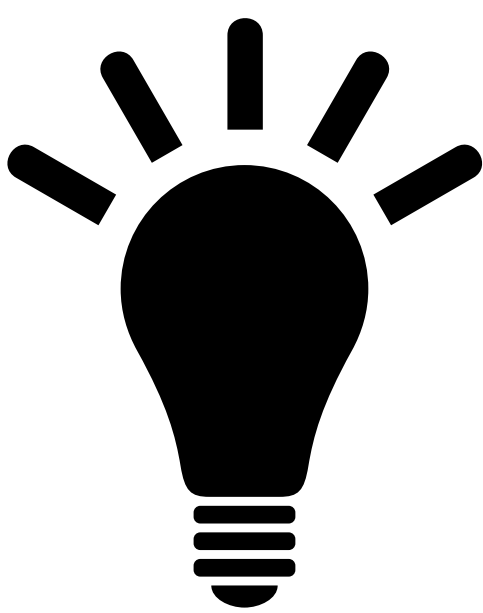
Talk about your  
aspirations in  
unique terms,while  
staying realistuc and  
always keeping the  
position top-of-mind.

Take a  
walk,hike,or  
bicycle ride.

Let your ideas and  
thoughts give you  
inspiration.All  
creativity comes from  
your imagination-you  
first imagine and then  
you create.

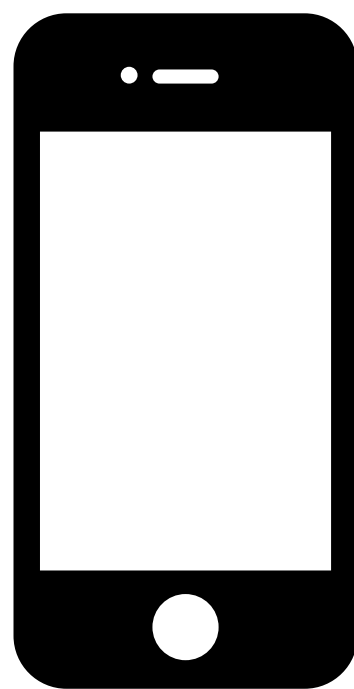
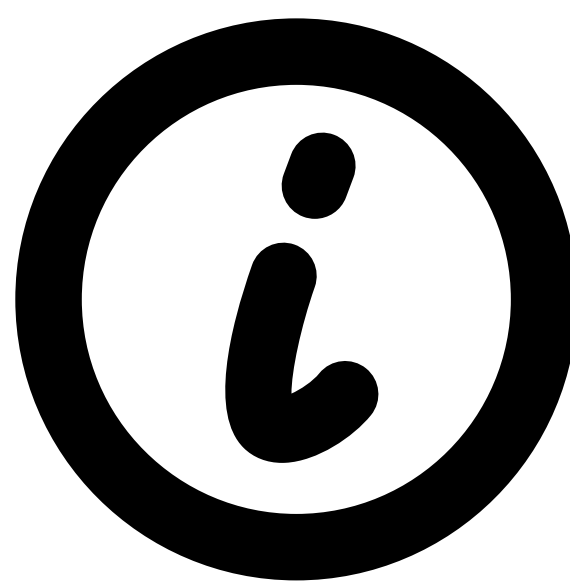
People with a good  
attitude are active  
and productive and  
do what they can to  
improve the mood  
of those around  
them.

Attitudes,  
experience,  
intentions,  
interests and  
expectations.



Persona's name

Short summary of  
the persona



Slow  
dellberate  
speech,  
gestures  
close to body.

Overcomes  
fears with  
courage:A List  
of picture books  
above anxiety.

Allows us to  
view and solve  
problems more  
openly and with  
innovation.

Fast-paced  
speech  
patterns,  
grand  
gestures.

Our thoughts  
create our  
feelings and our  
feelings drive  
our behavior.

Enable us to take  
certain actions in  
order to reach a  
certain outcome  
or decision.



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?