



**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?

what is an analysis of market to identify opportunities ?

what are market needs?

How do you analyze market growth ?

Be aware of internal forces

Research competitors

Understand the customer



conversion analysis

optimization process

Increase revenue

Marketing is an career with a lots of future growth

planning

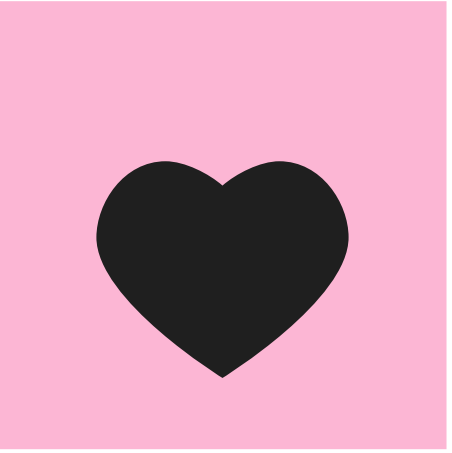
It's creative and challenging



What behavior have we observed?  
What can we imagine them doing?

**Does**

[See an example](#)



What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

**Feels**