



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?



Feels

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



Does

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

 [See an example](#)

book cover  
using canva

canva's  
collection of  
book cover  
layouts is the  
best

millions of  
fonts,photos  
graphics,  
backgrounds  
can design

templets are  
completely  
customizable

that  
improve the  
user  
experience

templet to  
develop robust  
personas and  
inform  
decisions

to create  
interest to  
readers

begin to  
dream of best  
selling book  
cover designs

oversized  
board  
books

its helps  
established  
the stakes

Type your paragraph...

a lovely escape  
that leaves you  
feeling warm  
and fuzzy inside

little ones  
will find the  
courage and  
strength

they are not  
too specific

simply isn't  
enough  
space on that  
tiny thumbnail

it confusing  
the readers