



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?

Net Promoter score

Customer Journey mapping

Waiting for perfect is never as smart as making progress

marketing provides visibility for your products and converts customers

helps you know how and where to sell your products based on research and analysis

the control and operations of various marketing activities and the people involved in those activities



Persona's name
Short summary of the persona

Creative merchandising

Stop interrupting what people are interested in and be what people are interested in

digital strategy

benefit both parties by meeting your target audience's needs and wants while also profiting

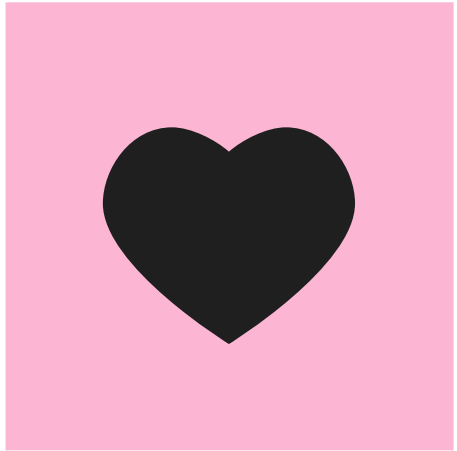
Welcome each day with a warm smile and thank God for bringing you new thoughts and strengths

step into the epoch of smart grids, energized by advanced sensors, seamless communication networks and astute data analytics



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](#)