



**Says**

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

Think about a key phrase or dialogue from your book that captures its essence.



**Thinks**

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Consider the thoughts of your main character or a pivotal moment in the story.

This could be a memorable quote or a tagline.

Use a bold and eye-catching font to display this text prominently on the cover.

Create an artistic representation of these thoughts, perhaps as a thought bubble or a dreamy,

abstract image that conveys the inner world of the characters.



**Persona's name**  
Short summary of the persona

Depict a visual scene that shows one of the key actions or events in your book.

This could be a character in action, a dramatic setting

or an object central to the plot.

Focus on the emotional aspect of your book

Use color schemes, textures, and images that evoke the predominant emotions in your story

For example, warm colors for love and passion or cool colors for mystery and intrigue.



**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?