



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?

BUSSINESS

Time serve
and Hord
work

1 Quality
2.Ideas
3. Money

1.Small team
or few
members
2.No special
talent or skills

product
customers
and
money
transaction

An angle is
very very
important for
bussiness pre
state



Intersection
link between
tour passion
and what
people want

skill
conversion
turn your
passion to
useful skills

Know the
difference
between
features and
benefits

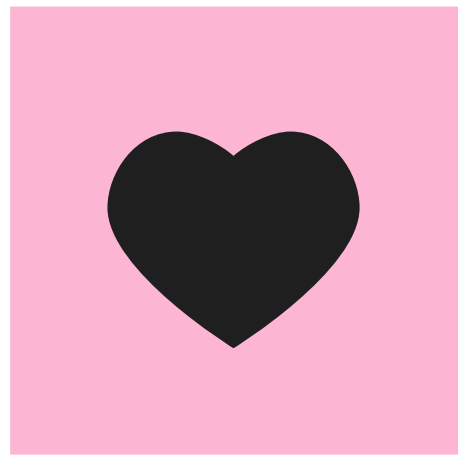
Provide value to
your customers
by increasing or
decreasing
something they
experience

push your
self

dont expect
money just
expect
satisfaction



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](#)