



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?



Persona's name
Short summary of the persona

"Will Bright Ideas Consulting understand my unique business needs?"

"Can they really deliver on their promises?"

"I hope they can help us stay competitive."

Excitement about the potential for positive change.

Concern about the cost of consulting services.

Hopeful about finding solutions to current challenges.

"We provide innovative solutions to your business challenges."

"We listen to your needs and ideas."

"Our expertise can transform your company."

Check online reviews and client testimonials.

Contact them for an initial consultation.

Visit the Bright Ideas Consulting website.



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?