



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?

SUMMARIZE WHO YOU ARE, YOUR ACCOMPLISHMENTS ,AND WHAT YOU'RE LOOKING FOR

ASIDE FROM YOUR NAME AND JOB TAITIE,ADD YOUR BUSSINESS NAME

MARKETING YOUR BUSSINESS AND GETTING YOUR KEY CONTACT INFORMATION INTO YOUR CLIENT'HANDS

OWNER IN ADDITION TO THE SPECIFIC

ALL THAT YOU DO FOR THE BUSINESS

ROLE YOU SERVE IN TO IDENTIFY



MARKETING YOUR BUSINESS AND GETTING YOUR KEY CLIENT'S HANDS

WORD AND PUBLISHER COME WITH BUILT-IN TEMPLATES

THAT YOU CAN USE TO PRINT DIFFERENT TYPES OF LABELS.

IDENTIFY WHO YOU ARE AND WHAT YOU DO AS A PROFESSIONAL

VELVET OR SUEDE

MARKERETING YOUR BBUSINESS AND GETTING YOOUR KEY CONTACT INFORMATION INTO YOUR CLIENYS HANDS



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?