



Says

What have we heard them say?
What can we imagine them saying?

"We need help growing our business"

"We're not sure where to start."

"We want to make sure we're making the right decisions."



Thinks

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

They're feeling overwhelmed and confused.

They're worried about making the wrong choices.

They're eager to learn and grow.



Bright ideas consulting

Attend industry conferences.

Network with other businesses.

Read business blogs and articles.

Excited

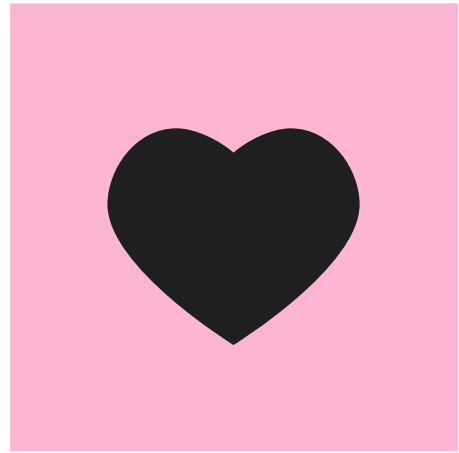
Anxious

Stressed



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?