



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?

SPONSORED
INSTAGRAM
POST

Images:
Visual
content,
colors, and
aesthetics.

Audience's
Goals: What
do your
followers want
to achieve?

Captions:
Text,
hashtags,
and emojis.

Profile: Your
Instagram
profile's
overall look
and theme.

Personal
Interests: What
topics or subjects
resonate with
them?

Challenges:
What
problems are
they looking
to solve?

Engagement:
How do they
interact with your
content (likes,
comments,
shares)?

Emotions: Identify
the emotions your
content evokes
(happiness,
curiosity,
inspiration, etc.).

Actions: Are
they taking
any actions
based on
your posts?

Feedback:
What kind of
feedback do
they provide?

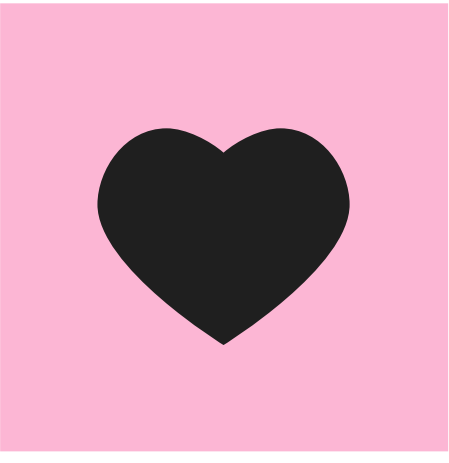
Pain Points:
What frustrates
or disappoints
your audience?

Desires: What
do they
aspire to
have or
experience?



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