



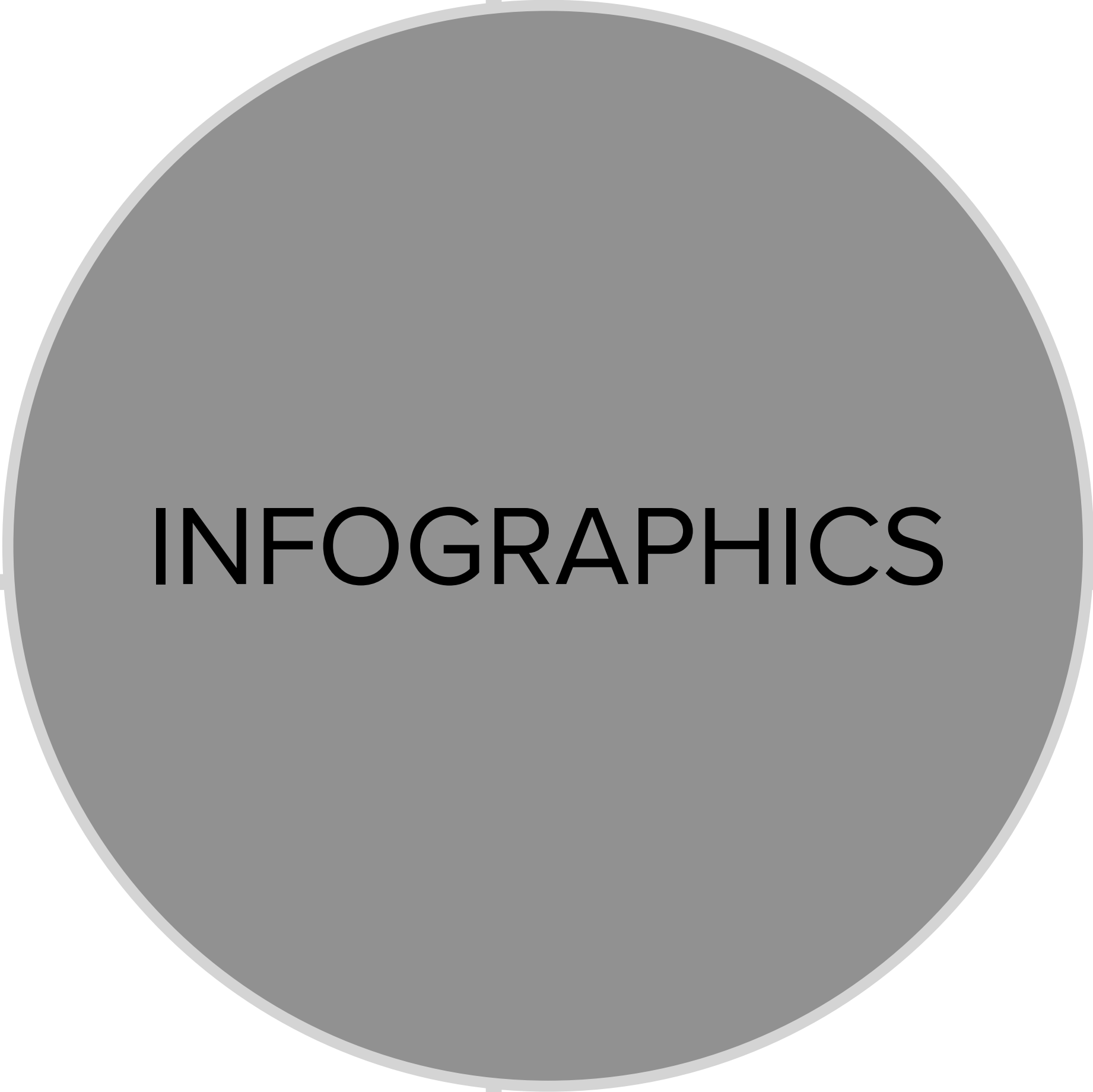
Says

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?



*making infographic is a sure-fire way to carve your story in the audience's memory.*

*HTML format of infographics as well as install embed codes to track their performance.*

*infographics help to cover "heavy" topics in an enjoyable way.*

Provide a quick overview of a topic

Explain a complex process

Raise awareness about an issue or cause

**Marketers** can use infographics to drive more website traffic, increase visibility and brand awareness, and boost engagement

**Educators and trainers** can use infographics to explain difficult concepts or break down complex information to make it easier to understand.

Infographics are an aesthetically pleasing way to summarize data and share information in a more compelling, engaging way with content consumers.

They can help cover "heavy" topics in an enjoyable way

They can help readers process the content more efficiently

They can lend authority and give readers a tangible point of reference



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?