



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?

COLLEGE
FUNCTION

STYLISH
FONT

TWO
COLURES

32 LETTER
SIZE

HEADER
AND
FOOTER

MULTY
COLURES



TIMES
NEW
ROMAN

ALL
LETTERS
ARE
MULTY
COLURES

ITS VERY
GOOD

DOUBLE
PAGE

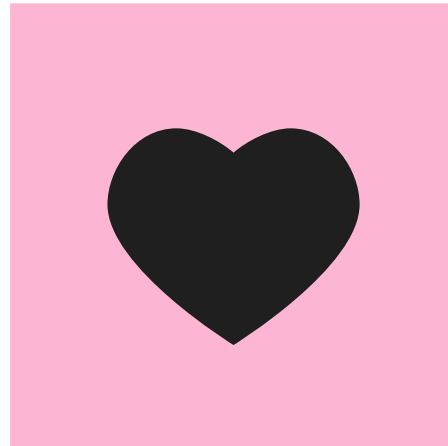
THIS IS
VERY
ATTRACTIVE

BEAUTIFUL
INVITATION



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?