



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?

choose the
right stocks

form the
right capital

analyse the
stocks

always using
a trading
plan

investment
thin king

forex trading
technologies



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learning the new
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follow
market
trends

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empotional
decisioons

avoid rumors
and media
news

start
researching
stocks

start with
low risk

use limit
orders



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