Thinks Says What are their wants, needs, hopes, and dreams? What have we heard them say? What other thoughts might influence their behavior? What can we imagine them saying? Why is this so hard? What do you think? Too many acronyms What size What brand is best? do you like? What is best for me? shamira More research Excited Make small Asks decisions friends Fear Anxious **Feels** Does What are their fears, frustrations, and anxieties? What behavior have we observed?

See an example

What can we imagine them doing?

What other feelings might influence their behavior?