



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?



vasanth team

"I need a clear understanding of the business model."

"What problem does this proposal solve?"

"Researching the company online."

"Sharing the proposal with the team for feedback."

"How does it compare to competitors?"

"Asking for a detailed breakdown of costs."

Consider including risk mitigation strategies.

Explore the emotions and feelings your target persona may experience while considering your proposal.

Offer a clear and detailed implementation plan.

Provide case studies or success stories to address concerns.

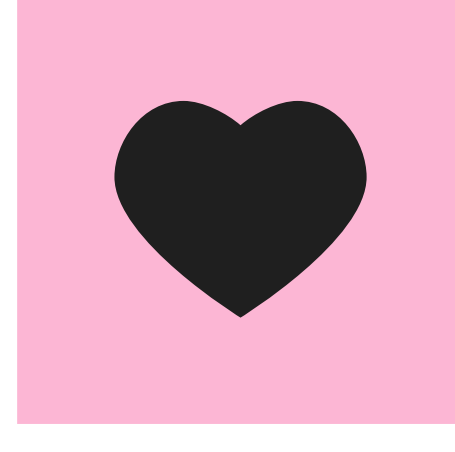
Anxious about the risks involved."

Excited about the potential benefits."



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?