



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say



What do they
SEE?

environment
friends
what the market offers



What do they
SAY AND DO?

attitude in public
appearance
behavior towards others



PAIN

fears
frustrations
obstacles



GAIN

"wants" / needs
measures of success
obstacles

