

what does the customer
THINK & FEEL?

what really counts
major preoccupations
worries & aspirations

what does the customer
HEAR?

what friends say
what boss says
what influencers say

what does the customer
SEE?

environment
friends
what the market offers

what does the customer
SAY & DO?

attitude in public
appearance
behavior towards others

PAIN?

fears
frustrations
obstacles

GAIN?

wants/needs
measures of success
obstacles

