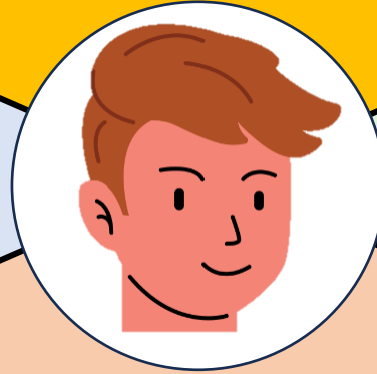


What does the customer say and/or Do?

What actions does the customer take?
What phrases does the customer use?
Is there a gap between the two?



What does the Customer Hear?

What messages float around him?
Are they biased toward one direction?
Are they conflicting? In what way?
Who is echoing these messages?
How do they impact your customer?

What does the Customer See?

What media does the customer consume?
What messages dominate that media?
Who are the figures seen by the customer?
Who are they impacting your customer?

What feelings control him?
What triggers these emotions?
How does he react to these emotions?

What does the customer Feel?

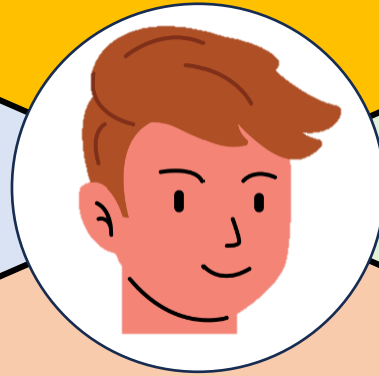
Pains/Challenges

What pains or challenges trouble your customer?
How are they impacting the customer's day/routine/life?
What price does the customer pay because of them?

Needs/Wants

What does the customer want and/or desire?
What is he willing to do/pay for that?
How will it affect his life?

What does the customer say and/or Do?



What does the Customer Hear?

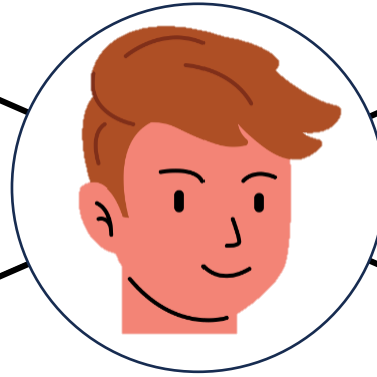
What does the Customer See?

What does the customer Feel?

Pains/Challenges

Needs/Wants

What does the customer say and/or Do?



What does the Customer See?

What does the customer Feel?

What does the Customer Hear?

Pains/Challenges

Needs/Wants