

## What do they **THINK** and **FEEL**

What really counts  
Major preoccupations  
Worries and aspirations

## What do they **HEAR**

What friends say  
What boss says  
What influences say

## What do they **SEE**

Environment  
What do they watch/read  
What the market offers



## What do they **SAY** and **DO**

Attitude  
Appearance, preferred brands  
Behaviour towards others

## **PAIN**

Fears, frustrations, obstacles

## **GAIN**

Wants/needs, measures of success