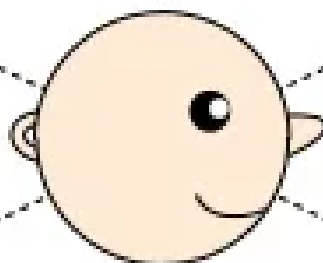


What does he/she
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What does he/she
HEAR?

what friends say
what family says
what influencers say

What does he/she
SEE?

environment
friends
what the market offers

What does he/she
SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears, frustrations, obstacles

GAIN

wants, needs