

Says

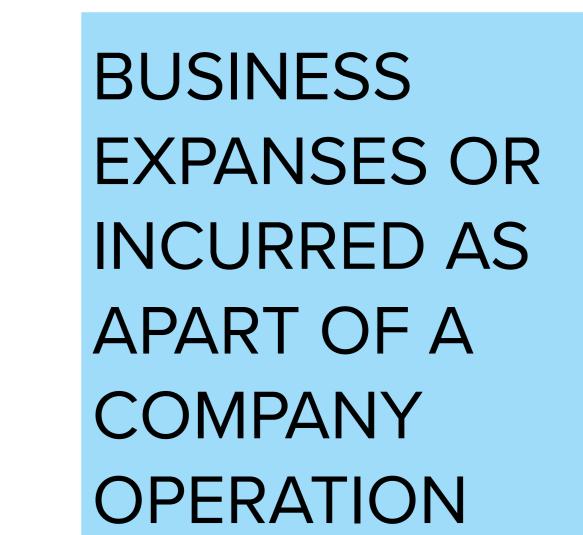
What have we heard them say? What can we imagine them saying?

> WHEN YOU KNOW ALL OF A COMPANYS EXPANSES,YOU CAN CREATE A MORE ACCURATE BUDGET AND TRACK SPENDING

EXPENSES ARE ALSO A PART A COMPANY INCOME SHEET

BUSINESS EXPANSIS ARE COST ASSOCIATEDWITH RUNNING A COMPANY

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



SUBTRACT THEIR **EXPENSES FROM THE** REVENUE TO DETERMINE THEIR NET PROFIT OR LOSS AND TAXABLE INCOME

BUSINESSES

AN EXPENSES MUST BE CONSIDRED AS ORDINARY AND NESSASARY BY THE IRS TO BE TAX DEDECTIBLE



See an example

Short summary of the persona

COST ARE SUBTRACTED FROM REVENUE TO DETERMINE A COMPANY'S TAXABLE INCOME

TAX-DEDUCTABLE HELPING A COMPANY REDUCE A TAX LIABILITY

YOU MUST KNOW A BUSINESS **EXPANSES TO** CALCULATE A FINAL NET PROFIT

BUILDING STRONGER CLIET RELATIONS PRIER PREDICTION **AVOIDING ERROR**

CHECKING PROFITABILITY





Does

What behavior have we observed? What can we imagine them doing?

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

