



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



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

What are business expenses?

Types of business expenses

Business expenses are costs associated with running a company.

Costs are subtracted from revenue to determine a company's taxable income.

Fixed: These expenses remain the same over reporting periods.

Variable: These expenses change throughout the reporting period.

T.A.R.T.H.I

Short summary of the persona

Tips to organize business expenses

calculate total business expenses?

Keep good records. The IRS requires that some records be kept for up to seven years

Learn which expenses may be tax-deductible. Not all expenses are tax-deductible

Income refers to total profits (net income) after subtracting expenses from revenue.

Total Expenses = Net Revenue - Net Income.



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



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