



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?



As a business owner or a manager ,I want to estimate my expenses accurately so that i can plan my budget effectively

I am concerned about the potential costs involved in running my business.

I need a tool or resource that can help me estimate my expenses accurately and provide insights into cost-saving strategies.

I need necessary information to estimate my expenses effectively.

I need to consider various factors such as rent, utilities, salaries , marketing supplies and equipment .

By creating a comprehensive budget and regularly reviwing and adjusting it as needed.

I may feel anxious or overwhelmed when thinking about the uncertainty of expenses.

I will research and gather information about typical expenses in my industry.

I may consult with other business owners or professionals to get a better idea of what to expect.

I will identify patterns and trends in my expenses.

Its important for me to have a clear understanding of the potential costs to avoid any financial surprises.

Risk aware investor may feel cautious about potential financial risks.



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?