



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?

Beware of little expenses.

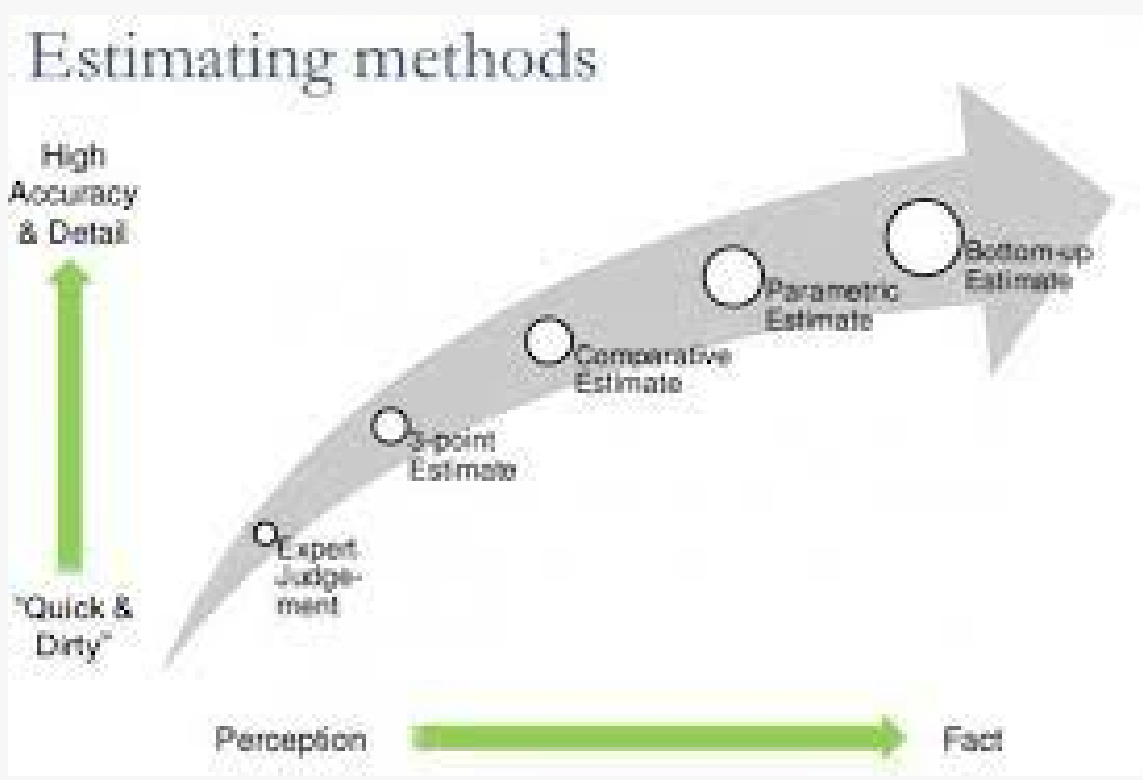
Control your expenses better than your competition

This is where you can always find the competitive advantage.

Equipment, rent, inventory, and marketing.

calculating these costs upfront,

business owners can better plan their budget and avoid unexpected expenses.



Estimation of Business Expenses

You can easily cut business costs with careful planning and strategic line-item decision-making.

This article is for small business owners who want to quickly cut extraneous expenses to improve their cash flow.

Taking your time to find out what you can cut will help you eliminate unnecessary costs without affecting your operations drastically.

Time Commitment.

High Competition.

Dealing with Stress



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?