



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?

Business expenses need to be considered ordinary and necessary for them to be tax-deductible.

Keep good record and review expenses regularly.

Use business accounting software.

Become an inspiration to other.

Growth and expansion.

Staying competitive in the market.



Persona's name
Businessman

Smart thinker.

Continuous learning and updation.

Ability to forecast.

Revenue,profit and cash flow challenges.

Lack of growth in their business.

Not getting the recognition they feel deserve.



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?