



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?

Identify Expense Categories: Start by categorizing your expenses into different categories, such as fixed costs and variable costs.

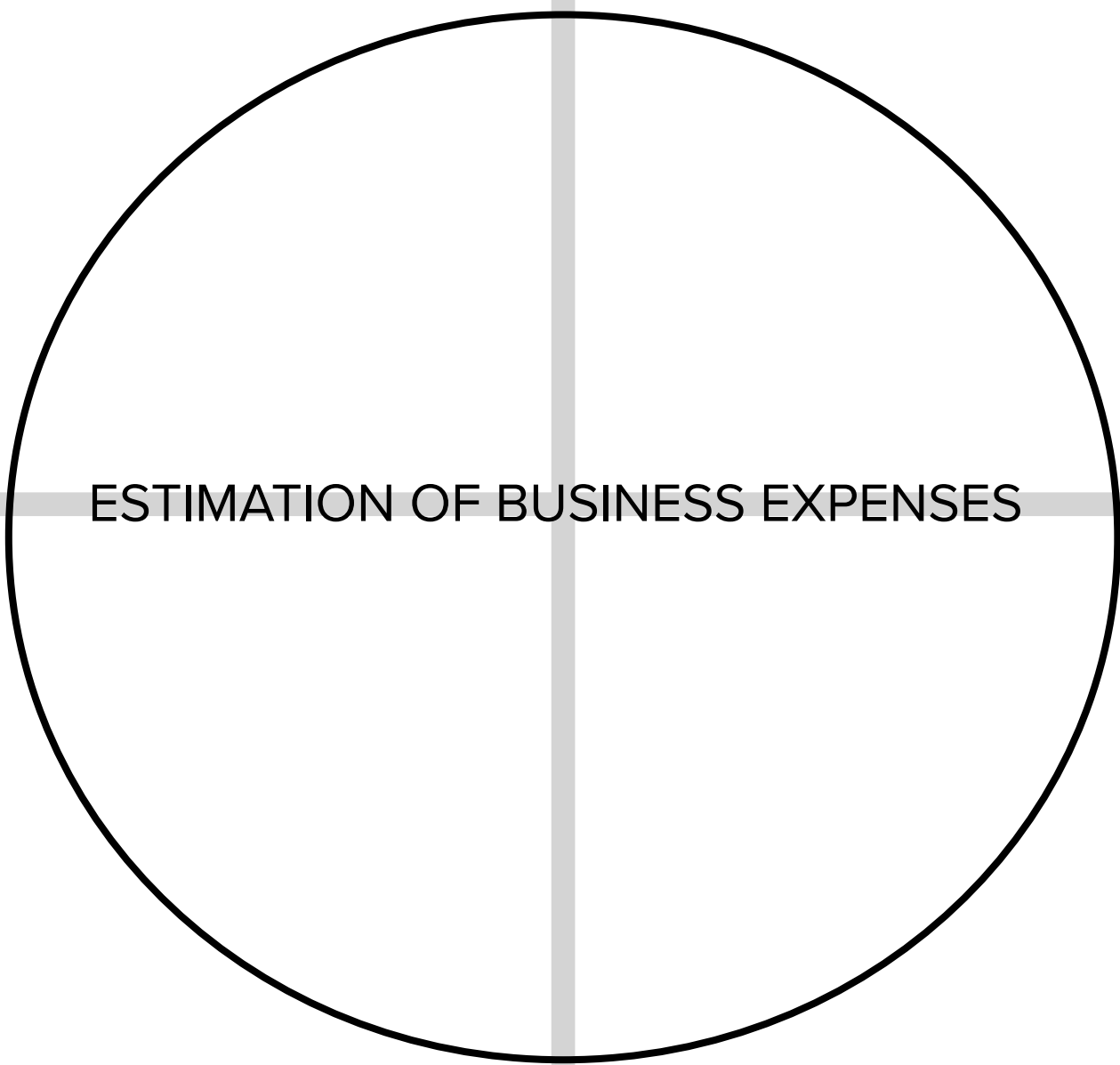
Variable Costs: These expenses can fluctuate based on business activities, like raw materials, utilities, marketing, and sales commissions

Fixed Costs: These are expenses that remain relatively stable month-to-month, such as rent, salaries, insurance premiums, and depreciation.

Fixed Costs: Expenses that remain relatively constant month-to-month (e.g., rent, insurance).

Variable Costs: Expenses that fluctuate with business activity (e.g., utilities, raw materials).

One-Time Costs: Expenses that occur sporadically or only once (e.g., equipment purchase).



ESTIMATION OF BUSINESS EXPENSES

Fixed Costs: These are regular, predictable expenses that don't fluctuate significantly month-to-month, such as rent, insurance, and salaries.

Variable Costs: These costs vary with business activity or production levels, such as raw materials, utilities, and shipping expenses.

One-Time Costs: These are occasional or non-recurring expenses, such as equipment purchases, office renovations, or marketing campaigns.

Identify Expense Categories: Begin by categorizing your expenses.

Common categories include operating expenses (rent, utilities, salaries), cost of goods sold (materials, production costs), marketing and advertising, insurance, taxes, and other overhead costs.

The categories may vary depending on your industry and business model.



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?