



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?

They debit the prepaid expenses account and credit the cash expense

when a company gives an employee money in advance to pay for an known cost

the income that is received in advance to the benefits which are yet to be provided

to create an effective strategy for growth.

to determine your future finacial needs

to attract investors



Persona's name

Short summary of the persona

the company can be expensive to establish, maintain and wind up. the reporting requirements can be complex. your financial affairs are public.

business expense are the costs of operating business

An amount of money spent in order to carry out one's work and which can be reclaimed and borne by the business

Theses expenses will be subtracted from business revenue to show a company's net profit or loss and taxable income.

They're recorded on the income statement

No one has any issue with being able to deduct business expenses, but that is not what negative gearing us.



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?