



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?



Feels

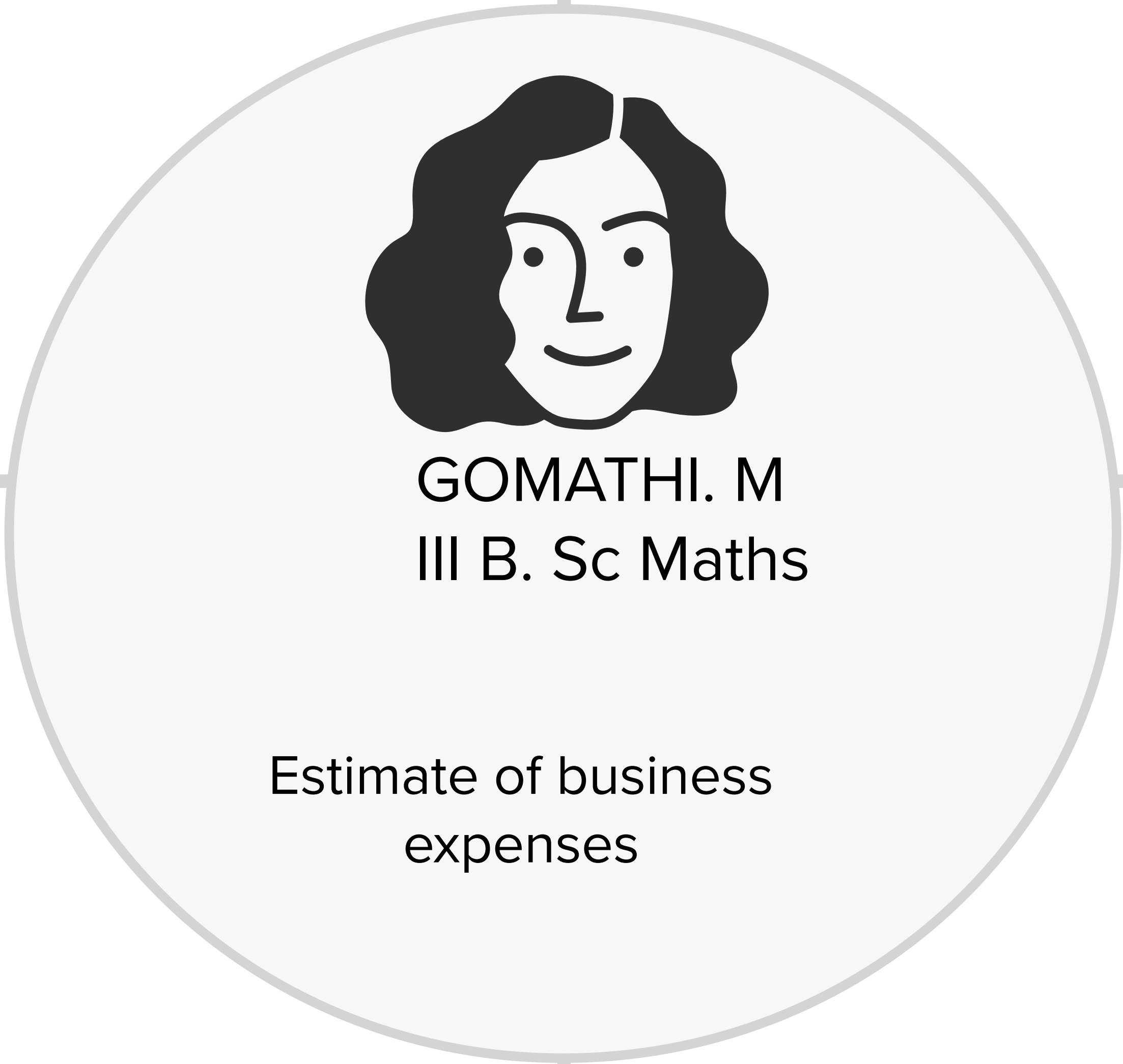
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

 [See an example](#)



Maximize profits.

Slashing costs.

Expenses can be defined as fixed expenses.

Extra ordinary expenses.

Recurring expenses.

Improve how you track expenses.

Cost of goods sold.

Small business tax.

Credit card processing fees.

Expenses include wages, salaries, maintenance and depreciation.

Expenses are deducted from revenue to arrive at profits.

This involves estimating all the expenses required to start and operate the business such as equipment, rent, inventory.