

## 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?



These are regular, expenses that don't typically change month\_to \_month.

These expenses fluctuate with bussiness activity sales.

Include costs for softwarelicenses, website maintence and IT support If you bussiness involves travel or cilcent meetings

These are occasional expenses that don't regularly.

Consider expenses related to marketing campagins, advetsting, and promotinalactivities

Estimate expenses for transformation, meals and lodging

Estimate costs for office suppiles ,furniture and equipment.

Start by categorizing into different categories such as fixed costs, variable costs and discretionary costs

Review fast financial records to get an idea of what your expense have been in past.

Persona's name

Estimation of **Bussiness Expenses** 

> If your bussiness experienses sesional variatons.

Use past financial records to get an idea of your prevous expenses.

This can serve as a baseline for your estimates.

Consider using accounting software or tools that can help you manage and track you expenses more efficiently.

This can serve as a baseline for estimation.

Obtain quotes and estimates from vendors and supplies for upcoming expenses.



## Does

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





