



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?

manage subcontractor payments, and handle invoicing.

Dream Homes Realty, a construction company, uses Zoho Books to track project expenses,

They can generate estimates and invoices for clients, track job costing,

monitor the profitability of each project. Zoho Books provides them with financial insights to make informed decisions.



Free accounting software designed for small businesses with turnover below \$50K per annum

From invoicing to business reporting, manage your bookkeeping needs with Zoho Books.

Assess your budget. Know how much money you are going to need to buy a house that you want. ...

Start saving as early as you can. ...

Create your credit history. ...

Look out for deals on loans. .



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?