**Thinks** Says What are their wants, needs, hopes, and dreams? What have we heard them say? What can we imagine them saying? What other thoughts might influence their behavior? Expenses are usually recurring payment needed to operate a business Business expenses are incurred as part of a company operations Be more decisive about what you want Accomplishing the goal of helping myself and others lead a better, happier, Set up your healthier business needs to be estimated Use navigation bar shortcuts to access as an ongoing recent records and lists personalize expenses the navigation bar for your salesforce Persona's name Short summary of the persona Any career achievement or point of development in an employee professional journey Provide valuable insights into Official, legal

business operation

business means estimating the one time expenses of obtaining business

To move forward in one's work

It helps to know about business

financial

status

Listening to a podcast that gave you new ideas and inspiration

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?



