Says

What have we heard them say?
What can we imagine them saying?

Thinks

If you want to

your self

incorporate your business allow for the

expense of hiring an attorny to do it for you or the cost of fiklling if you handle the details

You also need

insurance to

and your

employees

ongoing liability

protect yourself

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Legalities

Forming an official

means estimating

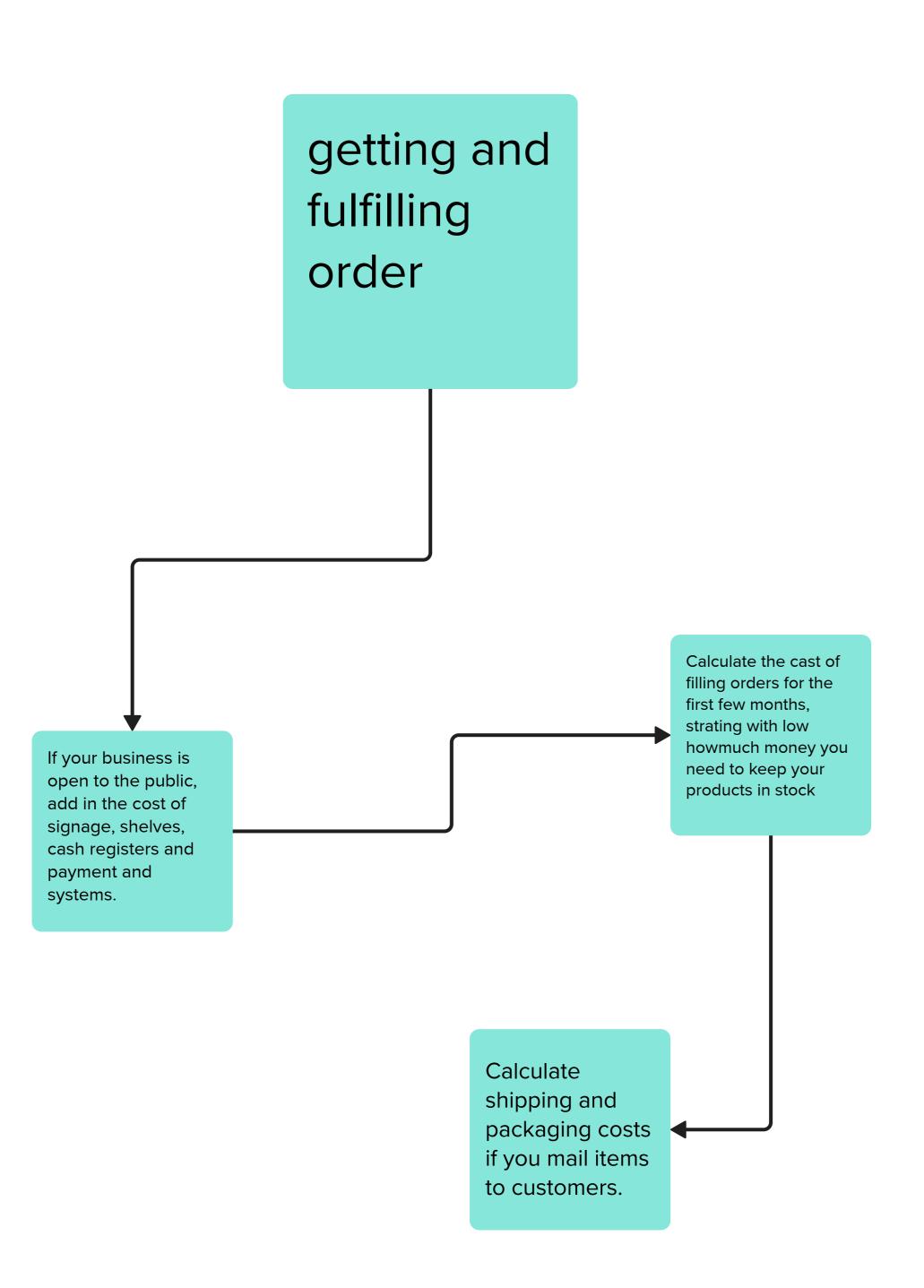
obtainning your

business license

legal business

the one- time

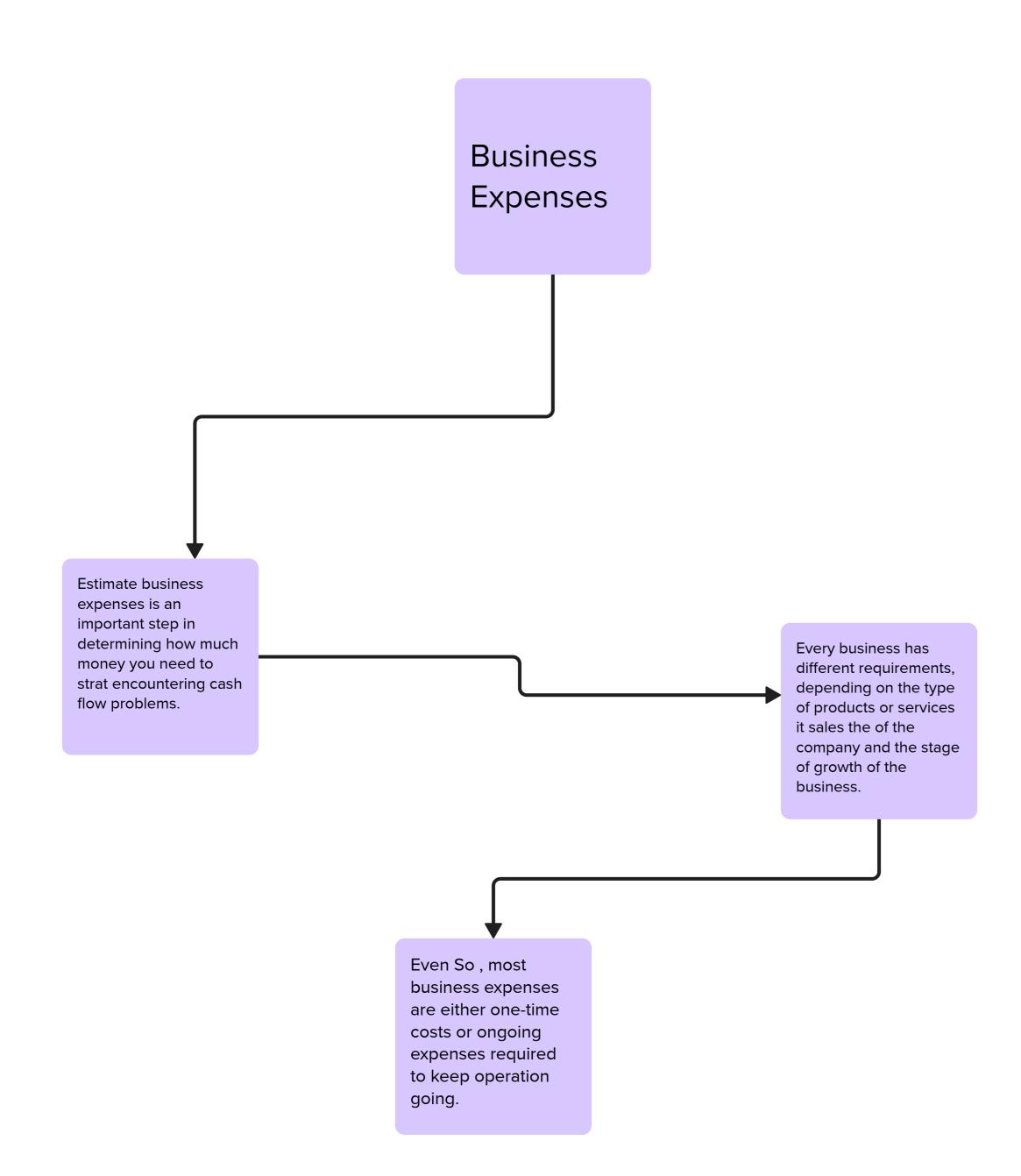
expense of

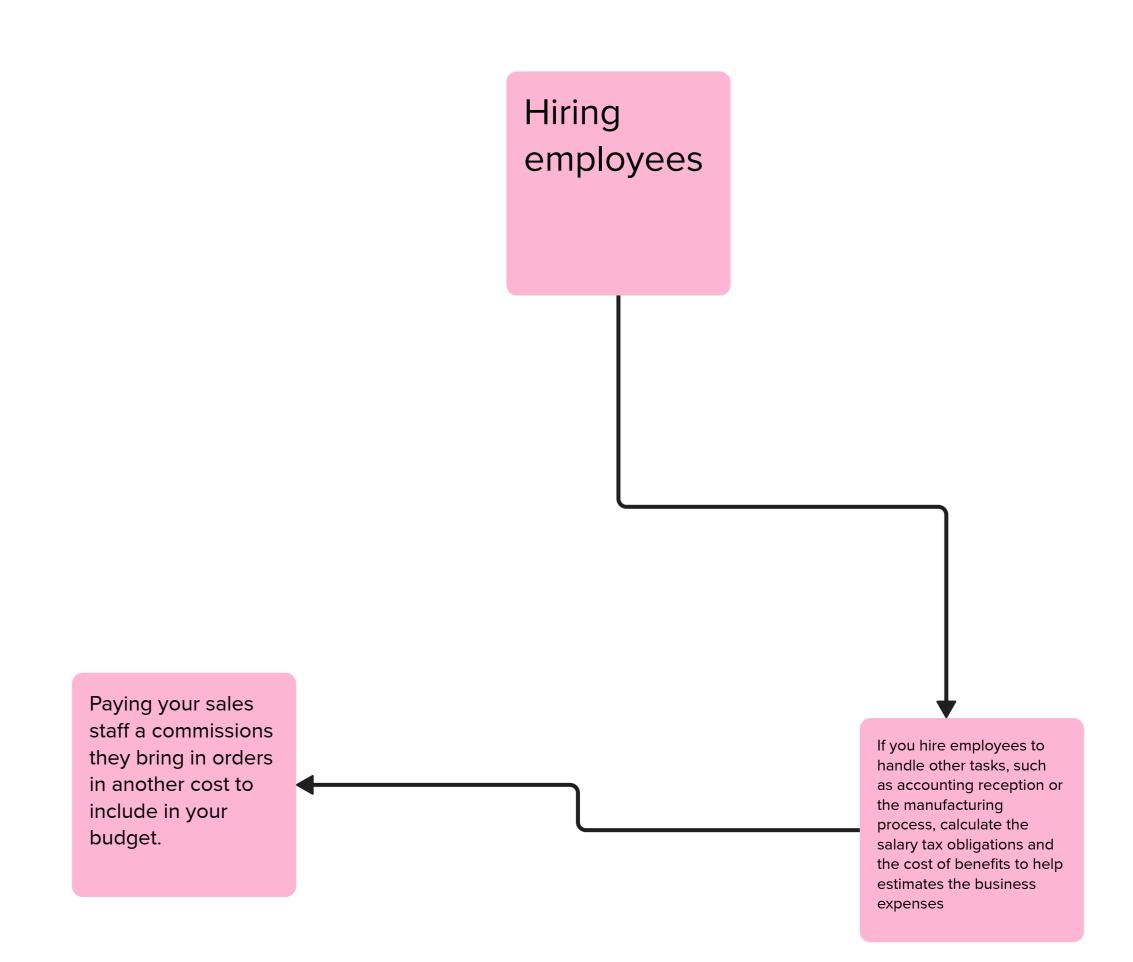




Persona's name

Short summary of the persona





Does

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



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