



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?



getting and fulfilling order

If your business is open to the public, add in the cost of signage, shelves, cash registers and payment and systems.

Calculate the cost of filling orders for the first few months, starting with low howmuch money you need to keep your products in stock

Calculate shipping and packaging costs if you mail items to customers.

Legalities

Forming an official legal business means estimating the one- time expense of obtaining your business license

If you want to incorporate your business allow for the expense of hiring an attorney to do it for you or the cost of filling if you handle the details your self

You also need ongoing liability insurance to protect yourself and your employees

Business Expenses

Estimate business expenses is an important step in determining how much money you need to strat encountering cash flow problems.

Every business has different requirements, depending on the type of products or services it sales the of the company and the stage of growth of the business.

Even So , most business expenses are either one-time costs or ongoing expenses required to keep operation going.

Hiring employees

Paying your sales staff a commissions they bring in orders in another cost to include in your budget.

If you hire employees to handle other tasks, such as accounting reception or the manufacturing process, calculate the salary tax obligations and the cost of benefits to help estimates the business expenses



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?

See an example