



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?

WE NEED TO
BUDGET FOR
VARIOUS
ASPECTS OF
OUR BUSINESS

IT IMPORTANT
TO KEEP OUR
EXPENSES
UNDER
CONTROL

WHAT ARE OUR
ESSENTIAL
COSTS THAT WE
CAN'T
COMPROMISE
ON?

HOW CAN WE CUT
UNNECESSARY
EXPENSES
WITHOUT
AFFECTING
QUALITY?

WE SHOULD
INVEST IN
AREAS THAT
WILL LEAD TO
GROWTH AND
PROFITABILITY

THIS SECTION
FOCUSES ON
WHAT YOUR
TARGET
AUDIENCE S/
OUT LOUD

WHAT
INVESTMENTS
WILL PROVIDE
THE BEST
RETURN ON
INVESTMENT?

ARE THEY WORRIED
ABOUT
OVERSPENDING
,SEEKING VALUE FOR
MONEY OR
CONSIDERING LONG-
TERM BENEFITS?

CONDUCTS
THROUGH
RESEARCH TO
UNDERSTAND
INDUSTRY
STANDARDS AND
PRICING

TRACKS AND
ANALYZES
PAST
EXPENSES
TO IDENTIFY



CONCERNED
ABOUT
OVERSPENDING
AND FINANCIAL
STABILITY

OPTIMISTIC
ABOUT FINDING
COST_EFFECTIVE
SOLUTIONS

CONSULTS WITH
FINANCIAL
EXPERTS OR
ADVISORS TO
MAKE INFORMED
DECISION

YOU WILL EXPLORE
THE ACTION AND
BEHAVIORS OF
YOUR AUDIENCE
RELATED TO
BUSINESS
EXPENSES

ANXIOUS
ABOUT MAKING
THE RIGHT
FINANCIAL
CHOICES FOR
THE BUSINESS

THIS SECTION
DELVES INTO THE
EMOTIONS AND
FEELINGS
ASSOCIATED WITH
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?