



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?

What to Include in an Estimate?

What is the Purpose of an Estimate?

how much a company spends before its net income?

is it helps to determine our project's budget.

How to Write/read an Estimate?

different methods of estimation ?

What are major expenses?

it comes to winning new business.

a company's net profit or loss and taxable income.



Persona’s name

Short summary of the persona

Measure the total expenses from revenue, owner's equity, and income.

Distribution to shareholders through cash dividends.

Track your expenses using phone applications.

a profit or loss.

Have an enough data's?

Review your key vendors annually or semi-annually.

vendors could rent and not purchase equipment.

How to manage business total expensive?



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?