



## Says

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

Also referred to as deductions, business expenses are the costs of operating a business.

General expenses, operating budjut, operating costs, and Overhead.

Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work.

Cost behavior is the manner in which expenses are impacted by changes in business activity.

Cost behaviours break down into four expense classifications: variable, fixed, step, and mixed costs.

The specific business purpose of each transaction should be clearly stated on each expense report, and explain why the system has incurred the expense.



## Does

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

# EXPLANATION OF BUSINESS EXPENSES

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## Thinks

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



Consumer behaviour can be thought of as the combination of efforts and to solve problems.

Believe in yourself and your dreams. Believe that they are achievable and don't let anyone tell you otherwise.

Spending behavior is influenced by a complex interplay of personal and external factors, including income, wealth, financial goals, the economy, cultural norms and marketing.

Self-doubt and feelings of inadequacy are challenging for anyone to overcome. Everyone has flaws and weaknesses.

The fear of failure, success, debt, responsibility, letting go, being overwhelmed, competition are your biggest anxieties about owning your business.

Shame, anger, fear, guilt, joy, sadness and happiness are common reactions. "Maybe it's reminding you of a past money mistake you made."

## Feels

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

