



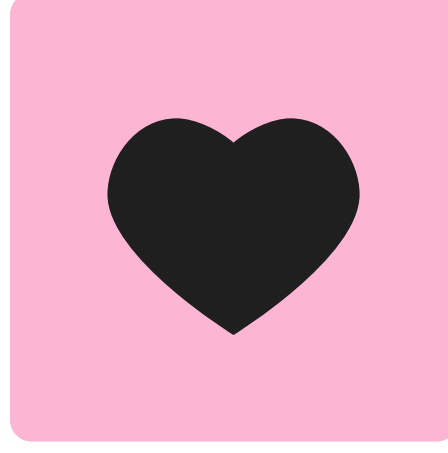
Says

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?



Feels

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



Does

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

See an example



rurban aura interiors

Set up your Zoho Books account: Sign up for a Zoho Books account and provide all the necessary information about Urban Aura Interiors, such as company name, address, logo, and tax details.

Connect bank accounts: Integrate Urban Aura Interiors' bank accounts with Zoho Books to automate the process of importing and reconciling transactions. This will help in accurately tracking income and expenses.

Set up products and services: Create a list of interior design services and products that Urban Aura Interiors offers. Include details like service name, description, rate, and tax information.

Create customer and vendor profiles: Enter details about clients and vendors into Zoho Books. Include contact information, payment terms, and any other relevant details.

Chart of accounts: Create a comprehensive chart of accounts that suits Urban Aura Interiors' financial structure. This includes setting up various income and expense accounts, assets, liabilities, and equity accounts.

Customize your account settings: Configure your Zoho Books account according to Urban Aura Interiors' requirements. Set up your default currency, payment terms, tax rates, and other preferences.

Financial reporting: Utilize the reporting features in Zoho Books to generate various financial reports like profit and loss statements, balance sheets, and cash flow statements. Analyze these reports to gain insights into Urban Aura Interiors' financial health.

Regular backups: Ensure that you regularly back up your Zoho Books data to prevent any loss of information. Zoho Books offers automatic backups, but it's recommended to manually backup your data periodically as well.

Tax compliance: Zoho Books provides tools to help you stay compliant with tax regulations. Set up tax rates, generate tax reports, and file tax returns easily using the software.

. Expense tracking: Record all expenses incurred by Urban Aura Interiors in Zoho Books to maintain accurate financial records. Categorize expenses under appropriate accounts and attach supporting documents like receipts or bills.

Bank reconciliation: Regularly reconcile Urban Aura Interiors' bank accounts with Zoho Books to ensure that all transactions are accurately recorded. Match imported bank transactions with corresponding entries in Zoho Books and resolve any discrepancies.

Invoicing: Generate professional invoices using Zoho Books' customizable templates for services provided to clients. Include all the necessary details such as client information, services rendered, pricing, and due dates. Send invoices directly to clients via email or print them out.