



Says

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

You can easily cut business cost with careful planning and strategic line-item decision making.

Though eliminating all costs is not possible, cutting unnecessary expenses can help your business improve cash flow and become profitable.

This article is for small business owners who want to quickly cut extraneous expenses to improve their cash flow.

Taking your time to find out what you can cut will help you eliminate unnecessary costs without affecting your operations drastically.

A want is placing certain personal creteria as to how that need must be fullfilled.

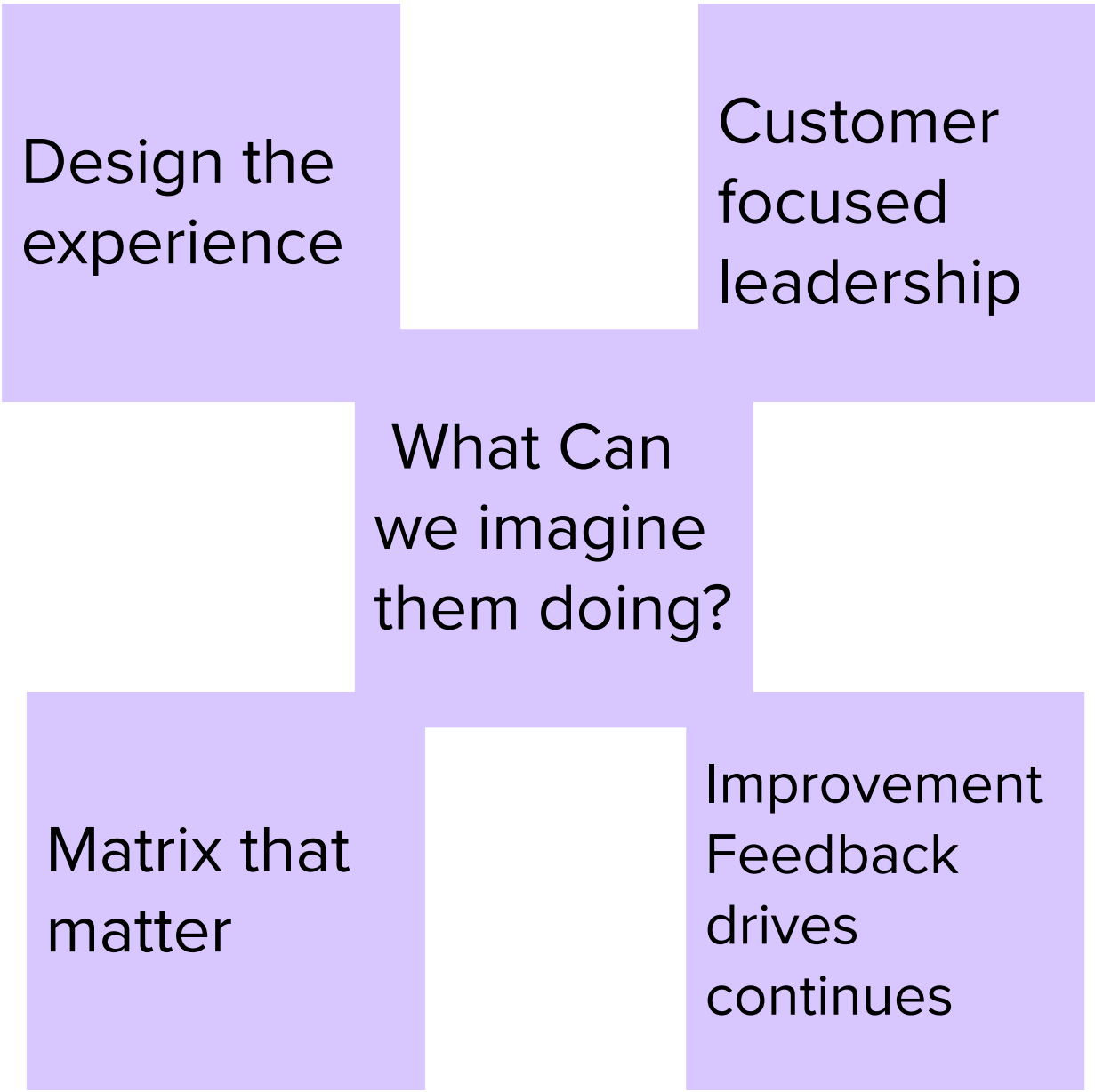
In a general scenario, we have got five main factors that determine consumer behaviour, i.e these factors regulate if a target customer purchases a product or not. These factors are namely Psychological, Social, Cultural, Personal, and Economic factors.

Consumer behaviour can be thought of as the combination of efforts and results related to the consumer's need to solve problems. Consumer problem solving is triggered by the identification of some unmet need. You need food, water, air, security and so forth.



Thinks

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



Proponents of behaviorism believed that in order for psychology to be a respected science, it should only concern itself with what can be seen and measured,as this was seen as all that could be genuinely studied.

Observable behaviours are actions that can be seen with the naked eye. They are sometimes reffered to as overt behaviours.

There is no stress out there .we impose the stress on ourselves due to fear of something that has not actually happened yet .

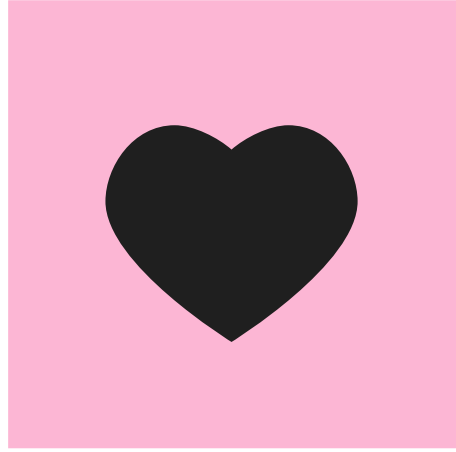
A prevalent belief among my clients is that they need to create artificial moments to increase their mindfulness.

Entrepreneurship is enormously stressful,the mere realization that this type of business is marathon and not a sprint will help an entrepreneur to grasp that they have to go slow to go fast.



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?