



Says

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

MAINTENANCE

DEPRECIATION

INSURANCE

COST OF GOOD SOLD

UTILITIES, RENT

BUDGET ESTIMATE

ROUGH ESTIMATES

CONTRACT ESTIMATES

DEFINITIVE ESTIMATES

REVENUE ESTIMATE

ESTIMATION OF BUSINESS EXPENSES

COMPARE
YOUR RATES
AGAINST
COMPETITORS

PRELIMINARY ESTIMATE

DEVELOP A POINT ESTIMATE OF THE PROPORTION OF THE MORNING STAR

DAY
WORK,PRIME
COST,SPOT
COST

DRAFT AN APPROXIMATE TIMELINE

BUILD
BETTER
CLIENT
RELATION
SHIPS

HELP ESTIMATE A COMPLETION DATE

PROVISIONAL
SUM[illegible]

Does

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

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



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?

 [See an example](#)