



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?

Estimating business expenses is an important step in determining how much money you need to start and keep your business running without encountering cash flow problems.

Expenses are the costs a business incurs from its core operations, while revenue is the money it earns from selling products and services before paying expenses.

Every business has different requirements, depending on the type of products or services it sells, the size of the company, and the stage of growth of the business

Even so, most business expenses are either one-time costs or ongoing expenses required to keep operations going

Once you pay expenses, you get net income or profit, which equals the total revenues minus the total expenses from a given accounting period.

Additionally, you can calculate net income using its statement of owner's equity and use the result to calculate total expenses

ESTIMATED OF BUSINESS EXPENSES

Business expenses are incurred as part of a company's operations.

Businesses subtract their expenses from their revenue to determine their net profit or loss and taxable income.

Business expenses include the cost of goods sold along with the ordinary and necessary operational expenses associated with keeping a business running

An expense must be considered as ordinary and necessary by the IRS to be tax-deductible.

Separating business finances from personal finances helps you track your business expenses more effectively

Tracking business expenses is essential for maintaining healthy cash flow and qualifying for tax deductions that could reduce your taxable income.



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?

[See an example](#)