

ESTIMATION OF BUSINESS EXPENSES

What does he HEAR?

- 1. What friends say
- 2. What boss say
- 3. What influencers say

What does he SEE?

What the market offers

#Environment
#Friends

What does he DO?

Appearance

#Behaviour towards others
#Attitude in public

What does he FEEL?

- 1. Build better client relationships
- 2. Determine if you have enough cash
- 3. Help estimate a completion



Persona's name

Short summary of the persona