



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?

If you plan to lease space, calculate the cost based on the current price for square footage in your area.

Buying the building in which you plan to run your business takes a considerable sum of money

The type of space in which you set up your business needs to be estimated as an ongoing expense

If you open a home office, your expenses are considerably lower

but you still need to keep an eye on the costs for turning an area or room into a suitable office

and ongoing monthly payments if you take out a loan



The type of equipment you need depends on the type of business you open

Most businesses need to buy computers, a printer, fax machine, copier and a phone for each desk

Furniture includes desks, chairs and filing cabinets.

If you plan to manufacture and ship products, evaluate the process and supplies required to create and assemble your products before you ship them out the door.

Various types of software, such as basic accounting, word processing, customer relationship management

specialized programs required as part of your business, also need to be included in your expense estimate



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?