



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 all the expenses required to start and operate the business, such as equipment, rent, inventory, and marketing.

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

Business expenses are incurred as part of company's operation

Even if you are on the right track, you'll get run over if you just sit there.

The most dangerous poison is the feeling of achievement the antidote is to every evening think what can be done better tomorrow.

Permits and licenses, incorporation fees.

Build better client relationships.

Ensure you understand what the project involves.

Help you decide whether to take on the project.

There are no guarantees in life, particularly in business, so every decision is a calculated risk.

The unknown is difficult to describe, making planning difficult.

Taking risk into the unknown is scary because you never know how things will turn out.



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?