



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?



I would suggest that needs should take up at least 50% of your budget, while wants should take up no more than 30%.

In general, there are four factors that influence consumer behavior. They are cultural, social, personal and psychological.

A powerful vision statement clearly defines the long-term goals of your business- and what are goals if not the very essence of hope and action.

They estimated the distance at about three miles.

This involves estimating required to start and operate the business, such as equipment, rent , inventory, and marketing

By calculating these costs upfront, business owners can better plan their budget and avoid unexpected expenses.

Cost behavior is the manner in which expenses are impacted by changes in business activity

Fear of change makes us anxious about the future, and this will certainly lead to a closed mindset in which we fail to make adjustments or anticipate what's coming next.

The emotions you feel each day can compel you to take action and influence the decisions you make about your life

We resist change because it poses a threat to our status quo.

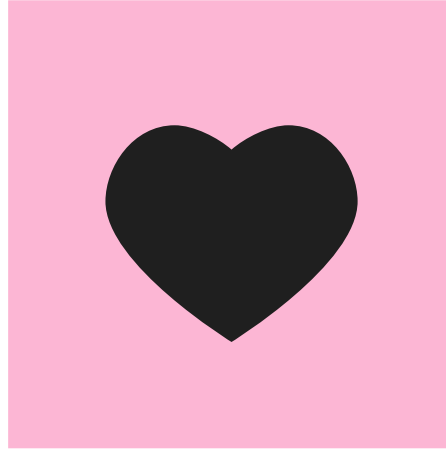
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Does

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?