



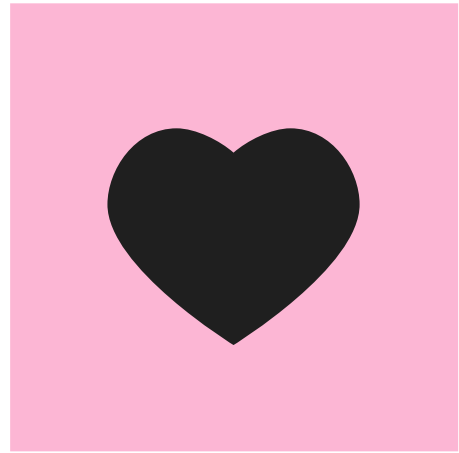
Says

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?



Feels

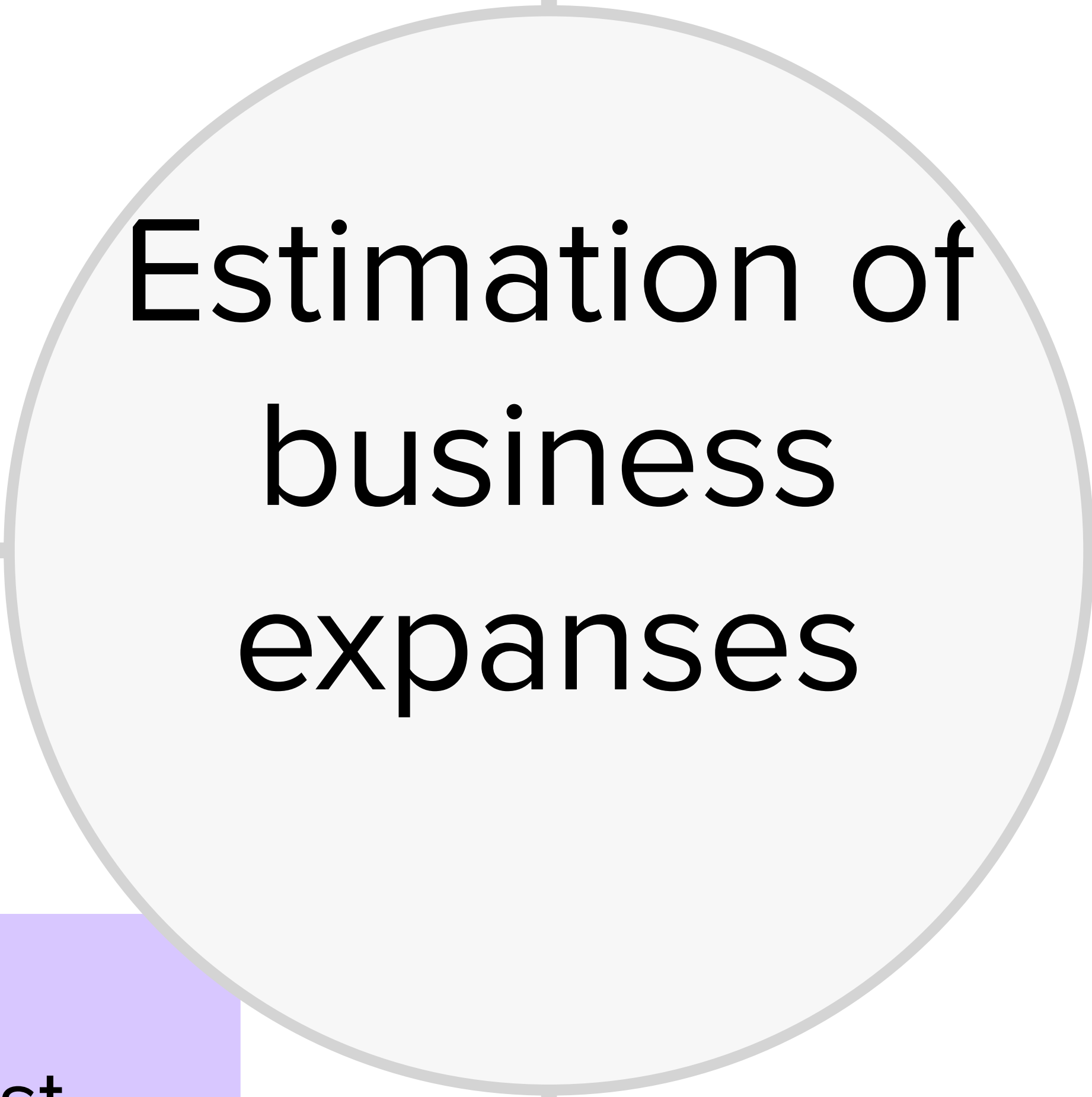
What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?

 [See an example](#)



What is cost estimate

How to estimate business travel expenses

What is a professional estimate small business

Drafting a business plan is the best way to estimate your business startup costs

Order of magnitude, and schematic conceptual design, construction documents

Design development, bid, quantity

Create a list of necessary expenses included one time and ongoing costs

Research estimate cost gets as close as you can to the real cost of each item on your list

Add a cushion, tally up the final amount, total up expenses amount

SBA's start up costs worksheets template will help you estimate your initial investment cost

The financial projections section should estimate your revenue, profit, and expenses for the next three to five years

Rent, office supplies, and payroll and other expenses like this incorporated fee or office furniture are one time costs website