

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?

ordinary and

necessary

costs incurred

to operate

your business

contain all the necessary cost

past experience and knowledge of current trends

Total
Expenses =
Net Revenue
- Net Income

expenses

costs

associa

expenses are costs associated with running a company

all the necessary cost elements of a specific project



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Estimation of Business Expenses

See an example

subtracted from
business
revenue to show
a company's net
profit or loss and
taxable

computation and evaluation of all expenses

list of expenses, you can estimate

Payroll costs

· Rent or

mortgage

payments

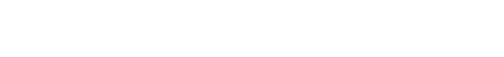
deducted from a business's total revenue to determine gross profit

knowing your profit margins, accurate estimating of the time that will take,



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?

