



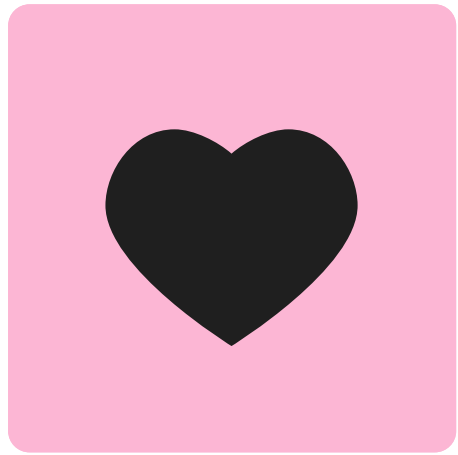
**Says**

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?

Clearly  
state  
your  
price

Include any  
discounts or  
package deals  
to let the client  
know of any  
savings they may  
receive.

List the estimated  
costs of all labor and  
materials in the  
project description.  
At the top or bottom  
of the estimate,  
include your total  
estimated job cost.

It is a  
statement or  
calculation of  
expected costs,  
revenues, or  
profits

Estimate in  
business refers  
to the value or  
quantity of  
something that is  
approximate  
and not exact

In business, an  
estimate is  
based on past  
experience and  
knowledge of  
current trends.

Calculate  
your business  
startup  
costs before  
you launch

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

It is a statement or  
calculation of  
expected costs,  
revenues, or profits.  
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estimate is *based on  
past experience and  
knowledge of current  
trends.*

Examples include  
inventory, payroll  
and rent. Fixed  
expenses are  
regular and don't  
change much —  
things like rent and  
insurance.

Variable expenses  
are expected, but  
they can change.  
Some examples  
include sales  
commissions, gas for  
business vehicles  
and shipping costs

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