



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?

how do i estimate all these expenses accurately ?

what if i miss something important?

I am trying to figure out how much i will need to spend on different aspects of my business.

Entrepreneurs wants to predict future expenses accurately,which helps determine the cost of manufacturing a product.

while estimating business expenses , entrepreneurs asks themselves the following questions  
1) how much is my time worth?  
2)what are my current expenses?  
3)how much do i need to charge to make a profit?

They want to monitor the costs incurred by a business.



Estimation of business expenses

break down expenses into categories,research industry benchmarks,consult professionals for advice and learn from the experiences of other business owners.

Use historial data if available to analyze past expenses and identify trends.

we gather financial statements and document such as bills,account statements and mortgage statements

Entrepreneurs are afraid that clients won't pay a high rate-especially early on in their business-so they end up under-charging most of the time.

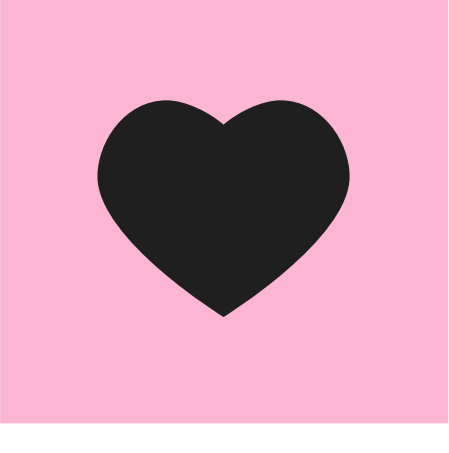
By estimating these expenses upfront,business owners can better plan there budget and avoid unexpected expenses.

Most entrepreneurs hate figuring out how much they should charge.



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?