



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?



Persona’s name

Short summary of the persona

Anxious

Excited

Over confident

business expenses are also referred to as deduction

Business expenses are costs incurred in the ordinary course of business

These are generally divided into two major categories, capital expenditure and operational expenditure

Expenses include wages, salaries, maintenance, rent and depreciation

An expenses is a cost that business incur in running their operations

Business expenses are subtracted from revenue to arrive at a company taxable net income

The IRS treats capital expenses differently than most other business expenses

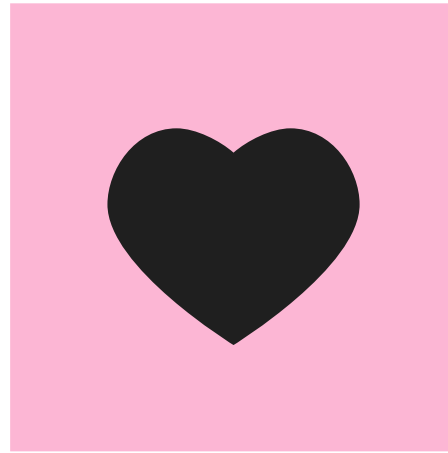
An expenses is the cost of operations that a company incurs to generate revenue

Common expenses include payments to suppliers, employee wages, factory leases, and equipment depreciation



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?