



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?



Expenses are usually recurring payment needed to operate a business.

Expenses are deducted from revenue to arrive at profit.

Expenses are either one-time costs or ongoing expenses required to keep operation going.

Set up your business needs to be estimated as an ongoing expenses.

An expenses must be considered as ordinary and necessary by the IRS to be tax deductible.

Business expenses are incurred as part of a company operations.

Official, legal business means estimating the one time expenses of obtaining business license.

Provide valuable insights into business operation.

How much money you need to start and keep your business running without encountering cashflow problem.

It helps to set a profit margin and sales price.

It helps how to maintain our financial status in business.

It helps to know about business financial status.



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?