



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?

Three major types
1. Fixed
2. Variables
3. Periodic

Business expenses need to be considered ordinary necessary

These tends to change and remain the same

Happen occassionally

Fixed expenses are regular and do not change much things like rent

recorded on an income (income and profit) statement.



Persona's name
Short summary of the persona

Estimating business expenses in an important step in how much you need.

Advantages and marketing. Bank fees and interest

Business millage. payroll. commissions. Insurance.

Every business has different requirements

Even so, most business expenses are either one time costs to keep operations going.

Educational expenses for employes



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?