



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?

What expenses should you keep?

What are the major expenses of a new business?

What makes an entrepreneur successful?

Do your cost reviews and audits go regularly?

How did you market your business?

Is the product is in trend?



Persona's name  
Short summary of the persona

Create a list of monthly expenses

Examine your expenses

Account settlement can help you see exactly where your money is going

High level of excitement

Curiosity

Confident



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?