



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?



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?



Business expenses are costs incurred in the ordinary course of business

Business expenses helps you to make informed financial decisions and stay on top of your cash flow

Businesses make a profit by providing things that people need and want

Consistency is a key component to success in business

Expenses are deducted from revenue to arrive at profits

Advertising & marketing

Keep and digitize receipts and records

Connect your bank with accounting software

Budget-an estimate often itemized, of expected income and expense for a given period in the future

Protect your personal liability

Cost estimates are also very crucial when it comes to winning new business

Estimate should include a line-by-line description of the work you expect to perform if your client accepts your estimate