



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?



SELL
PRODUCTS

MARKETING

INTERNATIONAL
TRADE
AND FINANCE

GAIN
INDUSTRIAL
EXPERIENCE

CONDUCT
MARKET R
ESEARCH

ACHIEVE
POSITIVE
CASH
FLOW

FAIRNESS
RESPECT,
CARE AND
HONESTY

GOOD PLANNING
AND
ORGANIZATIONAL
SKILLS



Estimation of Business Expenses

Business expenses are the costs of operating a business. They're recorded on the income statement. These expenses will be subtracted from business revenue to show a company's net profit or loss and taxable income.

WORK IN
GENERAL
RATHER
THAN
PLEASURE

ECONOMIC
ACTIVITY
WHICH
RESULTS IN
EARNING
PROFIT

BROADER
CUSTOMER
REACH

CUSTOMER
DATA
INSIGHTS

EARN
MONEY

MEET THE
NEEDS AND
WANTS OF
CUSTOMERS

MY
BUSSINESS
FEELS LIKE
A JOB

A SENSE OF
MOVING
FORWARD
AND
GROWTH



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?



[See an example](#)