



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?

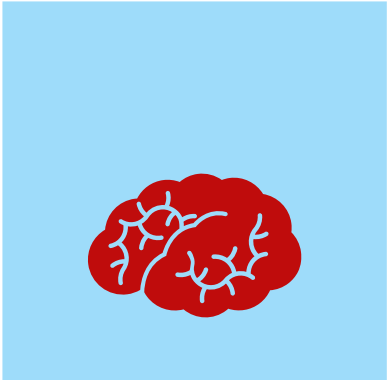
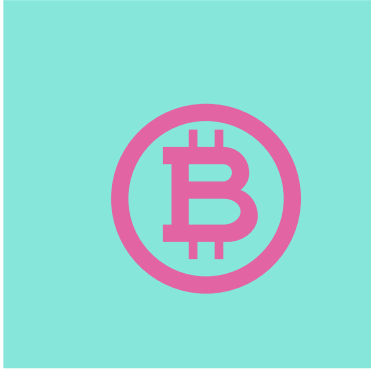
Can you help me estimate my monthly business expenses?

How can i estimate my monthly business expenses?

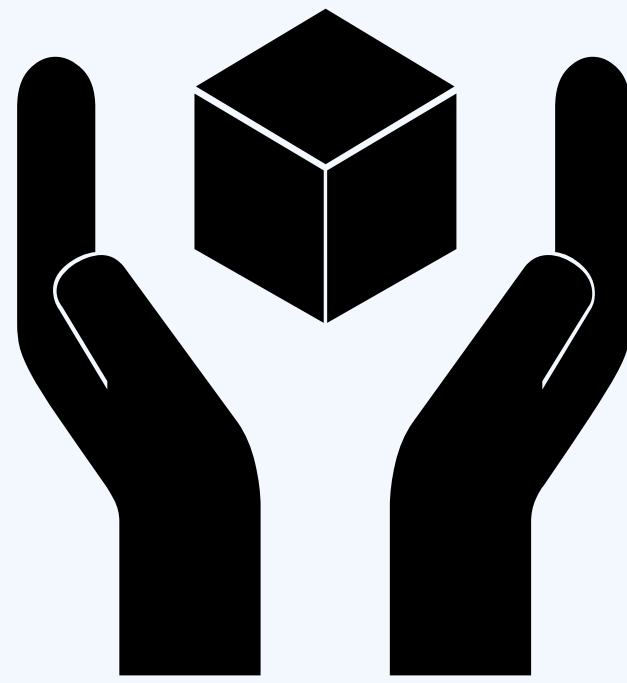
What are the typical costs associated with running a small business?

Give me an idea of the expenses I'll face as a freelancer

Create budgets that align with their revenue and growth plans  
Hope that their business will grow, requiring more expenses, but also generating higher revenue



I want to identify areas where expenses can be minimized  
Aspire to become a dominant player in their industry.



Financial planner Fiona  
financial goals and securing their financial future

Collect invoices, receipts, and financial statements to get a clear picture of past expenses.

Generate financial reports and statements that include expense breakdowns.

Use accounting software or apps to streamline this process.

Fear that underestimating expenses could lead to financial difficulties, including cash flow problems or even bankruptcy

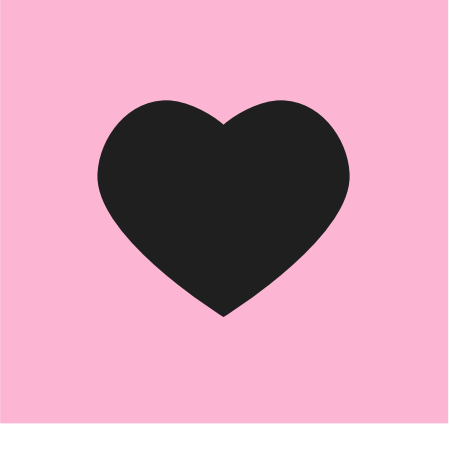
Feel pressured to meet financial goals, such as profitability targets or revenue growth, which can add stress to the expense estimation process.

Feel pressured to meet financial goals, such as profitability targets or revenue growth, which can add stress to the expense estimation process.



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?