







BEFORE & AFTER GRID | ACME BABY PRODUCTS

<p>BEFORE</p>  <p>HAVE:</p> <p>Cold, hard tub</p> <p>FEEL:</p> <p>Scared, Frustrated</p> <p>AVERAGE DAY:</p> <p>Bath time is terrible</p> <p>STATUS:</p> <p>Unappreciated</p> <p>GOOD VS. EVIL:</p> <p>Can't have it all</p>	<p>CUSTOMER SEGMENTS</p> <ul style="list-style-type: none">• New moms (direct)• Mommy bloggers• Baby retailers <p>PRODUCTS/SERVICES</p> <ul style="list-style-type: none">• Soft, squishy bath tub• Cozy pacifiers• etc...	<p>AFTER</p>  <p>HAVE:</p> <p>Warm, squishy tub</p> <p>FEEL:</p> <p>Confident, in control</p> <p>AVERAGE DAY:</p> <p>Bath time is enjoyable</p> <p>STATUS:</p> <p>Super mom</p> <p>GOOD VS. EVIL:</p> <p>Can have it all!</p>
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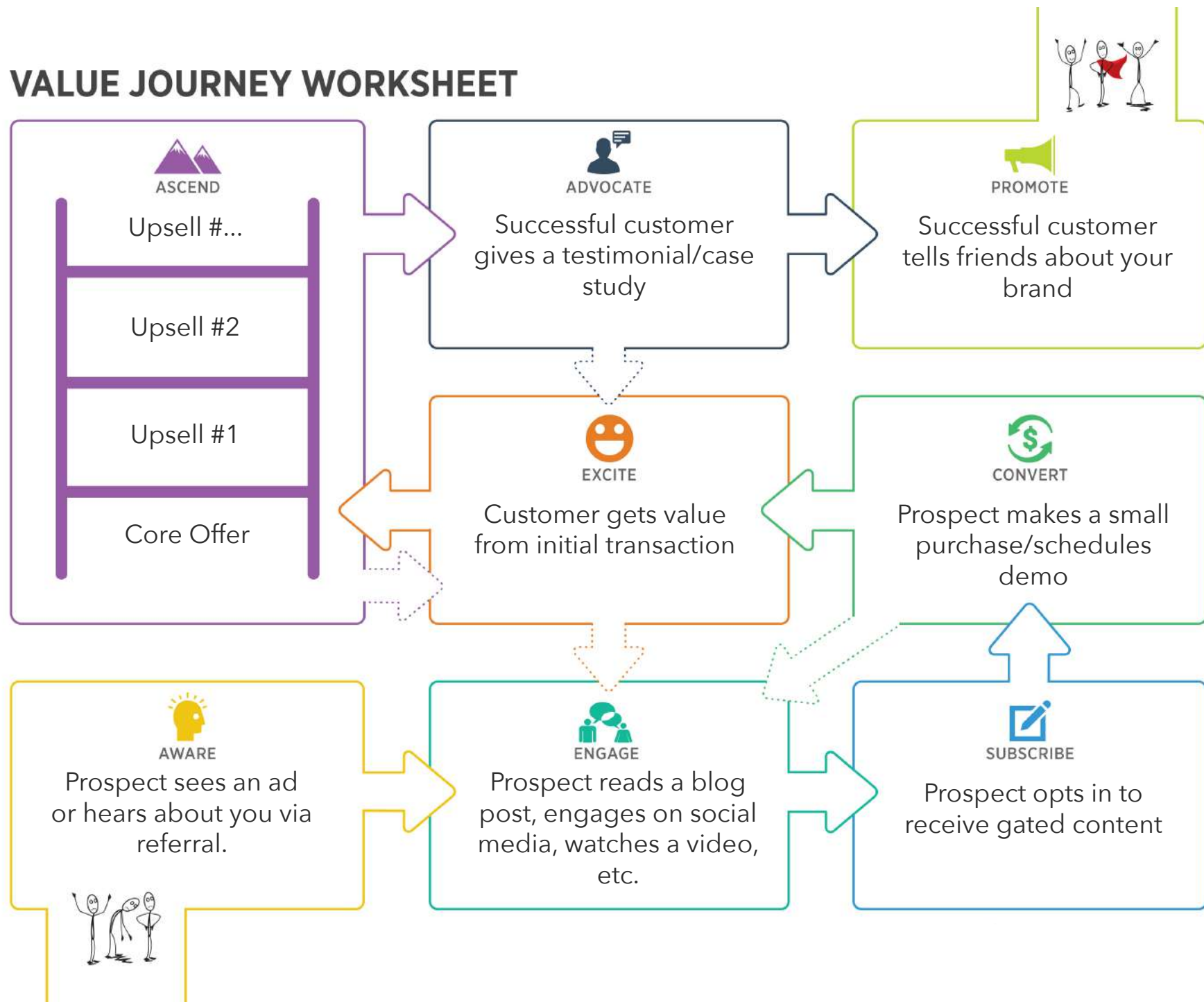
BEFORE & AFTER GRID | ACME LAWN CARE

BEFORE  HAVE: Dead grass and weeds FEEL: Annoyed, exhausted AVERAGE DAY: Saturdays are wasted STATUS: Forced to work the land GOOD VS. EVIL: Prisoner in your own castle	CUSTOMER SEGMENTS <ul style="list-style-type: none">• Homeowners• Men/Fathers PRODUCTS/SERVICES <ul style="list-style-type: none">• Mowing and maintenance• Fertilizing• Sprinkler install/repair• etc...	AFTER  HAVE: Gorgeous green lawn FEEL: Powerful, well-rested AVERAGE DAY: Your Saturday is yours again STATUS: Best lawn on the block GOOD VS. EVIL: King of your castle
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BEFORE & AFTER GRID | DIGITALMARKETER HQ

BEFORE  <p>HAVE:</p> <p>Disorganized team</p> <p>FEEL:</p> <p>Frustrated, scared, overwhelmed</p> <p>AVERAGE DAY:</p> <p>"Coaching up" under-performers</p> <p>STATUS:</p> <p>Disrespected. Behind the times.</p> <p>GOOD VS. EVIL:</p> <p>Victim of traditional university model.</p>	CUSTOMER SEGMENTS <ul style="list-style-type: none"> • Small business owners • Marketing executives • Agency owners/managers 	AFTER  <p>HAVE:</p> <p>Well-oiled machine</p> <p>FEEL:</p> <p>Confident, in control</p> <p>AVERAGE DAY:</p> <p>Focus on strategy. Out of details.</p> <p>STATUS:</p> <p>Respected and up for a promotion.</p> <p>GOOD VS. EVIL:</p> <p>Helping train the leaders of the future.</p>
	PRODUCTS/SERVICES <ul style="list-style-type: none"> • Digital marketing training • Hiring guides/job board • What else? 	

VALUE JOURNEY WORKSHEET



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