

Let's Get to Know Your Ideal Customer!

To create the most effective marketing strategy, we need a clear picture of your ideal customer. These three worksheets will help us do just that.

1. Customer Avatar Worksheet:

- Imagine your perfect customer. Who are they? (Age, interests, lifestyle)
- What are their biggest challenges? (Pain points, frustrations)
- What are they ultimately looking for? (Goals, desires)
- What are their key Purchase Drivers? (Enhance Physical Health, Improve Mental Wellness)
- What are their “before your product or service” and “after your product or service” states? ***(Save these for last, and use the information from other sections as your guide)***

2. Core Message Canvas:

- Based on your customer avatar, what's the core problem you solve?
- Craft a concise statement highlighting the unique value proposition of the product or service and its impact on addressing the persona's needs or challenges.
- Create a metaphorical comparison that illustrates how the product or service transforms the persona's situation.
- Identify the specific tasks or problems the persona aims to accomplish or solve by using the product or service.

3. Customer Value Journey Worksheet:

- Map out the different stages your customer goes through (awareness, purchase, use, etc.)
- Identify their thoughts, feelings, and needs at each stage.
- How can we improve their experience at each touch point?

The information you provide will be invaluable in crafting a marketing strategy that attracts the right customers and drives results.

CUSTOMER AVATAR CANVAS

DESIGNED FOR: _____ DESIGNED BY: _____ DATE: _____

BEFORE Have: Feel: Average Day: Status: Good vs. Evil:	AVATAR/PERSONA	AFTER Have: Feel: Average Day: Status: Good vs. Evil:		
	DEMOGRAPHICS/INTERESTS			
	KEY PURCHASE DRIVERS			
<table><tr><td>FRUSTRATIONS & FEARS</td><td>WANTS & ASPIRATIONS</td></tr></table>			FRUSTRATIONS & FEARS	WANTS & ASPIRATIONS
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CORE MESSAGE CANVAS

DESIGNED FOR: _____ DESIGNED BY: _____ DATE: _____

BEFORE		AVATAR/PERSONA		PRODUCT/SERVICE		AFTER		
Have:						Have:		
Feel:						Feel:		
Average Day:		STATEMENT OF VALUE				Average Day:		
Status:		METAPHOR				Status:		
Good vs. Evil:						Good vs. Evil:		
JOBS TO BE DONE								

VALUE JOURNEY WORKSHEET

