

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	
FRUSTRATIONS & FEARS		WANTS & ASPIRATIONS

CORE MESSAGE CANVAS

DESIGNED FOR: _____ DESIGNED BY: _____ DATE: _____

<p>BEFORE</p> <p>Have:</p> <p>Feel:</p> <p>Average Day:</p> <p>Status:</p> <p>Good vs. Evil:</p>		<p>AVATAR/PERSONA</p>				<p>PRODUCT/SERVICE</p>				<p>AFTER</p> <p>Have:</p> <p>Feel:</p> <p>Average Day:</p> <p>Status:</p> <p>Good vs. Evil:</p>							
		<p>STATEMENT OF VALUE</p>															
		<p>METAPHOR</p>															
		<p>JOBS TO BE DONE</p>		<p>1</p>		<p>2</p>		<p>3</p>						<p>4</p>		<p>5</p>	
				<p>6</p>		<p>7</p>		<p>8</p>						<p>9</p>		<p>10</p>	

VALUE JOURNEY WORKSHEET

