

Our Business Context

Customers: Who Do We Serve?

Target Market(s)

+
+
+
+
+
+

NOT Target Market

-
-
-
-
-
-

How do they think?

(Beliefs, Givens, World Views)

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Top 5 Marketing Markers

1. _____
2. _____
3. _____
4. _____
5. _____

Needs: What Do They Really Want?

Their Strongest Desires & Aspirations

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Their Biggest Frustrations & Pain Points

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Their Biggest Fears

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Their Greatest Opportunities

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Top Hot Buttons:

Desire for {

Relief from {

Fear of {

Solution for {