

This wisdom tool invites you to enter the mind of your ideal, or Authentic Customer. Without overthinking, you are invited list all the possible needs and desires your Authentic Customer might have.

1. Use this exercise to explore who your customer is through a variety of lenses.
2. From there you will formulate the core “wants” your customer has, that your company aims to address.
3. Next, you will home in and define three core identifiers of who is your customer and three core descriptions what your customer needs.
4. Finally, you will craft a “**WHO + WHAT STATEMENT**” that articulates the **value proposition** of your company.

In the exercise you will articulate the key attributes of who your customer is, and select the primary problems, challenges, or needs that needs your company’s energy, attention, innovation, etc.

PART ONE – DISCOVER WHO THEY ARE

Answer the questions below to help you flesh out problems and desires of your Authentic Customer.

1. Describe the Authentic Customer of your Company. If you could choose the exact, specific customer for your company to serve, how would you describe them? Who are they?

Where might they live? What are their circumstances?

Describe their family and relationships.

Describe their health.

Describe their career.

Describe their finances.

What are their interests and hobbies.

2. What are their personal longings and goals?

2. What do they wish was different about their life?

3. What is holding them back?

4. What are their most important relationships? And what wishes and desires do they have with those relationships?

5. What keeps them up at night? About their family, work, relationships, finances, and health?

6. What would breathe joy into their life?

7. How could your product or service help them?

8. In what ways could your company soothe and heal them?

9. In what ways could your company enrich and empower them?

10. In what ways could your company make receiving desired solutions more pleasant and easy?

PART TWO - FOCUS ON SPECIFIC PROBLEMS & DESIRES

Now that you have entered the mind of your customer and brainstormed their wants and needs, consider your products and services. You probably noticed that some of your customer's wants and needs can be addressed with the solutions your company offers, while probably many of their needs are not. Notice that seeing all your customer's needs, the relevance of how your product or service can truly serve them will become apparent.

1. Which problems and desires can your company address or solve in some way, even if it is indirect? List all of the problems and desires your company contributes directly or indirectly.

2. In the space above, place a star next to any of the problems & desires that your company addresses directly.
3. Place two stars next to any of the problems & desires your company excels at addressing directly.
4. Looking at all the problems & desires with one or two stars, circle three that you feel are most deeply coveted or wanted by your Authentic Customer. Which desires are urgent and important?

PART THREE – ARTICULATE WHO THEY ARE AND WHAT THEY NEED

Here is where you will articulate who your Authentic Customer is and the core need your company addresses.

1. Write down who they are describing their key attributes. Use 3 short, yet descriptive phrases to describe who they are. You might use their demographics or psychographics.

-
-
-

2. Write down what they need. Which 3 urgent, important problems do they have, that your company aims to address? Use 3 short, yet descriptive phrases to describe what they need.

-
-
-

Nice work! Be sure to update your [4-Page Growth Plan™](#) to describe your Authentic Customer: who they are and what they need.

PART FOUR – CRAFT YOUR VALUE PROPOSITION

Now that you’ve identified the three core descriptors of who your Authentic Customer is and three core needs you’ve chosen to solve, it’s time to focus in even further to build your **Value Proposition**.

Your Value Proposition can be written in the form of a **“WHO + WHAT STATEMENT”** that describes in one sentence, who your customer is and what problem your company is devoted to solving.

Here’s how the statement works...

“We serve...

[INSERT WHO]_____ ...

and want...

[INSERT WHAT]_____ ...”

In the space below, go ahead and draft 5 versions of your WHO + WHAT STATEMENT below, leveraging what you’ve already done in the prior sections above.

A good “WHO + WHAT STATEMENT” will...

- ✓ Immediately help a potential customer say **“Wow! That’s me!”**
- ✓ Immediately help someone say, **“I know someone JUST like that!”**
- ✓ Point to the urgent, important need, problem, or desire they’re pining to quench.

-
-
-
-
-

Beautiful drafts! Give yourself a high-five!

Now it's time to finalize a workable draft of your WHO + WHAT STATEMENT! Set a timer for 5 minutes and go!

Our WHO + WHAT STATEMENT is...

Congratulations! You just drafted your Value Proposition! Add it to your [4-Page Growth Plan™](#)



Order the Book

- The Force for Good (FFG) System™ is designed to amplify scale, profit, and cash flow through alignment of purpose, values, and vision.
- It is a transformational flywheel accelerating the vision and success of your company.
- The tool above is part of the Force for Good System™ shared in the book.
- Order the book and receive the full FFG Toolkit today.

www.aforceforgood.biz/book

Elevate Your Growth Potential

- Scoring 80 or higher reveals immediate opportunities for exponential growth.
- Complete the assessment to pinpoint where to channel your energy and expertise for rapid acceleration.

www.aforceforgood.biz/quiz



Growth Accelerator

- Step-by-step guidance to install the elevated system of perpetual growth.
- The flywheel is designed to help you and your team accelerate in the three dimensions that all businesses need to continuously innovate and improve:
 1. **Impact** – The good your business brings to customers, your industry, your community, and the world at large.
 2. **Scale** – Your company purpose actualized at the level you envision.
 3. **Profit** – Ensuring sustainability and prosperity for all stakeholders.

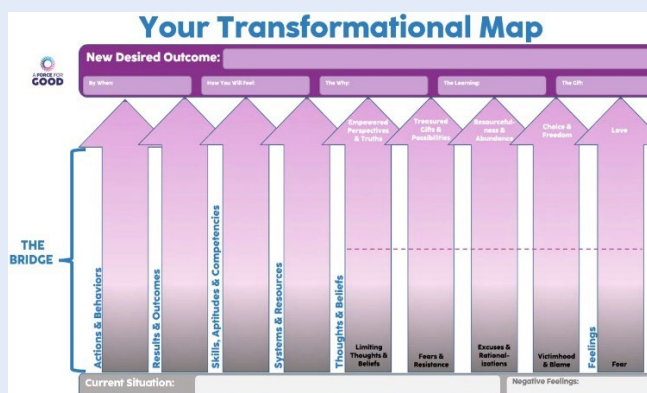
www.aforceforgood.biz/accelerator



The *Three Essential Tools* of the Force for Good System™

- The **4-Page Growth Plan™** restores your power as a leader. It reminds you that you and your team already have what you need to take the next brave step.
- In four pages is everything you need to know to unlock the puzzle of growth in your business.
- The visual summary of the Transformational Flywheel, customized for your company.

[Download 4-Page Growth Plan™](#)



- **Your Transformational Map** helps teams grow – from inside out.
- Growth requires change. The map unlocks the hidden, unconscious reasons why we resist change.
- Helps you step into your role as a Transformational Leader.
- Each business breakthrough becomes a path to both business growth -- and personal growth for leaders and teams.

[Download Transformational Map](#)

- The **Seven Rituals of Innovation™** spin the transformational flywheel of your business.
- Specific daily, weekly, monthly, quarterly, and annual rituals together with your team.
- Redirecting you and your team back to what is most important, these moments accelerate the path to your vision.

[Download the Seven Rituals of Innovation™ Handbook](#)

