

Introduction

Your **Authentic Customer** is not just a market segment or a list of demographics. She is the singular person your company is here to serve—someone with a life story, dreams, challenges, and desires you can picture vividly.

Using the **Authentic Customer Experience™** and the **Authentic Customer Avatar Designer™** (other Force for Good Wisdom Tools), you will create this fictional character—your *Authentic Customer Avatar*. This Avatar becomes a guiding star, helping everyone on your team see, feel, and serve your customer with empathy and clarity.

In this Wisdom Tool, the **Customer Journey Map™**, you will develop a **Shared Avatar Description** for your whole company. While each team member may create their own personal Avatar to deepen their understanding, **this exercise aligns everyone around a single, consistent customer story.**

Once you've created this Shared Avatar Description, you will walk alongside her through the **multisensory experience** of discovering your business:

- Learning about your company and your solutions
- Considering whether what you offer is right for her
- Deciding to say yes and become a customer
- Experiencing onboarding, delivery, and support
- Encountering challenges and resolving them
- Receiving the transformation your company is meant to deliver

In this process, you will map at least **17 steps** of her journey. While that may sound extensive, each step reveals critical nuances about what she thinks, feels, fears, and hopes.

When you skip this level of detail, you miss countless opportunities to serve her more powerfully and to build a business she trusts and loves.

The Process

1. Authentic Customer Avatar Description

- Define the name, life, and story of your customer.

2. Take the Customer Journey

- Walk through the 17 steps of her experience across 5 lenses:
 - ✓ Physical Experience
 - ✓ Thoughts
 - ✓ Feelings & Intensity
 - ✓ Interactions
 - ✓ Systems

3. Harvest Wisdom

- Reflect on what you've learned, so you can transform how you serve, communicate, and grow.

PART ONE – SHARED AVATAR DESCRIPTION

Bring to mind a single Authentic Customer Avatar you intend to use for the whole company.

Begin by getting a clear picture of who your Avatar is by constructing a fictional person. You will be walking through the Customer Journey, not thinking about the collective experience of your target market, but rather, guided by a very personal experience of a fictional Avatar you follow for wisdom and insights.

1. Avatar Demographics.

What is the name of your Avatar? Give them a name (George, Cindy, Pedro, Maria, or whatever you choose.)

What is their age?

What is their gender?

Where do they live? City, town, and country.

What did they go to school? Name of where they went for high school, college, and/or grad school.

What is their occupation? What is their job title, industry, company, and company size?

What is their annual income?

What is their marital status? Single, married, divorced, remarried, widowed, etc.

Do they have children? What are the names and ages of all of their children.

2. Psychographic Information.

Values and Beliefs. What is important to them, what do they prioritize, what are their political beliefs, what are their religious beliefs?

Interests and Hobbies. What are activities they enjoy, to which clubs do they belong, which sports teams do they love? What do they do for culture? Who is their favorite artist? Favorite band?

Lifestyle. What are their daily routines, social activities, and travel habits? What did they do last Saturday? Where did they last travel? What are they doing for social fun with friends next week?

Vacations. What kind of vacations do they prefer? (Beach, adventure, cultural, culinary, luxury)

Health. What fitness activities or sport do they participate in? (Gym, yoga, running, dance, team sports)

Books, Magazines, Podcasts. What kind of books, magazines, and podcasts do they enjoy? (Genres, specific titles, digital vs. print)

Music. What type of music do they listen to? (Genres, favorite artists, streaming services)

Personality. How would you describe their personality? Extroverted, introverted, adventurous, cautious, etc.

Social Causes. What social causes or charities do they support?

Goals and Aspirations. What are their personal and professional goals, desires, and dreams?

Next, imagine this person has come across your company. How did they find your company? (Google search, friend recommended, ad on TikTok, at a conference, on a billboard, etc.)

Goals and Aspirations. What are their personal and professional goals, desires, and dreams?

Now that you have a specific Avatar in mind, and a way they have found your company, now you are ready to take the Customer Journey.

PART TWO - TAKE THE CUSTOMER JOURNEY

With their presence in mind, imagine your Authentic Customer experiencing your company using the Customer Journey Map, on the next two pages. In this order, walk the Authentic Customer through the seventeen steps of the journey through the Five Lenses of Customer Experience:

LENS 1 - PHYSICAL EXPERIENCE

What is physically happening for them? Are they on a website, in a retail store, walking down the street, receiving a phone call, opening an email, at a meeting, etc.?

LENS 2 - THOUGHTS

All the thoughts that pass through their mind, including these very important thoughts to imagine, perceive, and know:

- Wants, needs, preferences. Specific thoughts about what they desire or need in that moment.
- Most of this, of course, is unspoken.
- Worries, objections, and concerns. Another specific type of thought you want to understand and know.

LENS 3 - FEELINGS AND INTENSITY

How are they feeling? Indifferent, worried, concerned, hopeless, excited, annoyed, confused, hopeful, reluctant, desperate, grateful, ambivalent, exuberant? Imagine how they are feeling. Also, consider the level of intensity they are feeling what they are feeling. Circle or highlight emotions they are feeling intensely. (Hint: anywhere your customer has an intense feeling, positive or negative, is a place to focus attention as it offers an invitation to serve them remarkably, either meeting their joyful expectation or providing a much-needed solution.)

LENS 4 - INTERACTIONS WITH CONTENT/PEOPLE/TOOLS FROM YOUR COMPANY

Who are the people from your company they interact with? What content, technology or tools they experience? Do they speak to someone in your sales department or customer service team? If they are seeing an ad on Google, or they are visiting your website and filling out a form, or is your sales person is meeting with them and delivering a presentation – all of these are the content, people, and tools your prospective customer is exposed to along the way of getting to know you.

LENS 5 - THE SYSTEMS THAT ARE HAPPENING IN THE BACKGROUND TO PRODUCE WHAT THEY ARE EXPERIENCING.

Your marketing systems, social media systems, sales systems, product manufacturing system, scheduling systems, etc. Most of these things are not consciously experienced by your customer, but somewhere in their awareness, they know these systems exist.

Journey Step	Lens 1 - Physical Experience	Lens 2 - Thoughts	Lens 3 - Feelings	Lens 4 - Interactions	Lens 5 - Systems
1. They experience a problem, need, or desire.					
2. They become aware of your company.					
3. Initial interaction with your company.					
4. They have an initial connection with your company.					
5. Learning about your company and solutions.					
6. Experiences that invite them to be a customer.					
7. They decide to say yes.					
8. Saying yes.					
9. They are on-boarded as a customer.					

Journey Step	Lens 1 - Physical Experience	Lens 2 - Thoughts	Lens 3 - Feelings	Lens 4 - Interactions	Lens 5 - Systems
10. They sign agreements and make payments.					
11. They receive the product or service.					
12. They experience the product or service.					
13. They experience issues or challenges.					
14. Problem resolution.					
15. Buying again. And again.					
16. Becoming a loyal customer.					
17. Becoming an ambassador for your company.					

PART THREE - HARVEST WISDOM

1. What did you learn from the experience of walking in your customer's shoes?

2. What did you discover that you hadn't considered before?

3. Where are your customer's greatest desires, hopes, and aspirations along the journey?
What are those specific wishes and desires?

4. Where along the journey are your customer's greatest challenges, worries, doubts, and hesitations? What are the specific challenges and issues they are facing?

5. Where does your company already provide a positive experience supporting your customer needs, wants, and problems? Name the top three areas.

6. Where would it be most beneficial to the customer (and to your company) to be great? Which place along the journey? Which desire or problem to solve? Which place along the journey, or what problem/desire being solved, would result in your customer saying an unequivocal YES to being your customer?



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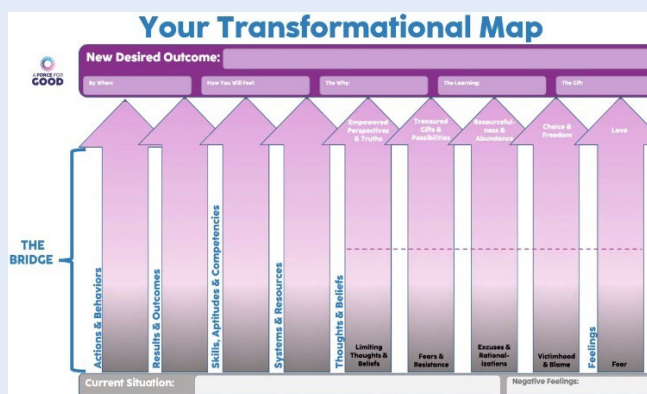
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