

Three Feelings to Cultivate Finder™



Example: A Force for Good Inc.

Introduction

At the heart of every customer journey is a **transformation**—not just of outcomes, but of emotions. Your customers come to you with needs, desires, and a certain emotional state.

The question is:

- How do they feel before they engage with you?
- How do you want them to feel after?

The **Three Feelings to Cultivate** are the specific, intentionally chosen emotional shifts you want your customers to experience as they move through your brand's ecosystem—from first touch to lasting loyalty.

The aim is to move the emotional experience of customers:

- From a problem to the solution
- From pain to relief
- From overwhelm to calm
- From happy to fulfilled

Once identified, these three core feelings become your emotional compass. They should be woven into every message, every moment, and every touchpoint:

- Every email
- Every web page
- Every product interaction
- Every phone call
- Every social media post

When your whole team knows the three feelings you're committed to creating, you unlock the ability to connect deeply—with both the hearts and minds of those you serve.

Think of your Three Feelings to Cultivate as the **three legs of a sturdy, trusted stool**: distinct, complementary, and strong enough to support the entire customer experience.

For example:

- “*Safe, Smart, and Hopeful*” creates a full arc of transformation.
- In contrast, “*Happy, Content, and Joyful*” may feel repetitive—like three flavors of the same note—and won't offer the emotional range needed to truly guide your customer's journey.

Behind every powerful brand is a set of intentional emotions.

Behind every successful movement is a feeling people want more of.

Behind every enduring business is an experience people want to return to—because of how it made them feel.

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Now is your chance to choose those feelings on purpose.

What are the Three Feelings to Cultivate that will elevate your impact, inspire devotion, and become a signature of your brand?

The Approach

1. Meet Them Where They Are
2. Uncover What They Want to Feel
3. Commit to Three Feelings

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PART ONE - MEET THEM WHERE THEY ARE

1. **Reflect on your customer.** “Who They Are” and “What They Need” when they come to you. (Refer to your 4-Page Growth Plan™.) Write down their attributes, problems, needs, and desires.

Who They Are:

- A 32-year-old visionary founder with a mission-driven business
- Leads a small, growing team—all passionate but inexperienced
- Raised \$1M and now under pressure to scale, sell, and turn a profit
- Balancing a technical product, healthcare complexities, and team development
- Feels both burdened by the pressure and ignited by the purpose of what she's building

What They Need:

- A growth system rooted in purpose, clarity, and proven results
- Strategic focus to know what matters most—and what to drop
- A team that leads without constant direction
- Confidence she's building a company that can scale without burning her out
- Community and support—so she no longer feels she's doing it all alone

2. Give who they are and what they need, **what are they feeling?** Write down the feelings associated with who they are and what they need.

Negative Emotions:

- Overwhelmed
- Alone
- Uncertain
- Afraid of failing (herself, her team, her investors)
- Mentally and emotionally exhausted

She's living at the intersection of **purpose and pressure**—a powerful but emotionally costly place.

Positive Driving Emotions:

- Emboldened
- Committed
- Unrelenting
- Tenacious

3. Reflect upon the [Customer Journey](#). Recall how your customer felt at various stages along the journey, especially when they were deeply entwined with the problem or desire they feel. **Which feelings did your customer experience most intensely** along the journey?

- At the end of another 12-hour day: *Drained but determined*
- During all-hands team meetings: *Encouraging others while questioning herself*
- After investor calls: *Proud of traction, but feeling time slip away*
- In rare moments of stillness: *Visions of what's possible, and the grit to keep going*

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4. Think of your Authentic Customer before they learn about your company and solutions. Imagine how they feel as they search online for solutions, call friends or colleagues asking for recommendations, and search for a solution to their problem. What are they feeling in those moments? **Name the negative feelings they have as they want, need, and pine for a solution.**

Overwhelmed

Alone

Uncertain

From the list above, circle your customers' top three pining feelings before their problem is solved and their desires are met.

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PART TWO - UNCOVER WHAT THEY WANT TO FEEL

1. Your company has the opportunity to support your customers in transforming how they feel. In Part One, you identified three unique feelings they are having. Feelings associated with the problem they would like to resolve. Write down those feelings in the first column below.
2. When your company solves a customer's problem and delivers the solution, how will his or her feelings transform? What will be the new feelings your customer will feel? Write a list of potential feelings your customer might feel in the second column below.

Feelings Associated with the Problem	Feelings Associated with the Solution
Overwhelmed	Focused, Aligned, Intentional, Calm, Clear, Supported, Connected, Backed, Fortified, Resourced, Strategic, Confident, Emboldened, Empowered, Grounded, Secure, Unstoppable
Alone	
Uncertain	

3. **Review the feelings you wrote down above -- the feelings associated with the solution.** Notice how some of the feelings might be very similar, like excited and elated, while other feelings are uniquely different, like triumphant and self-assured.

Choose three distinct feelings you would like customers to experience from your company. Elicit three feelings that are unique from one another, giving a three-dimensional experience. Next, search for synonyms for each of the three feelings. Search for the specific feeling you hope your customers will feel when they have received and benefited from the solution your company offers.

Feelings Associated with the Problem	Feelings Associated with the Solution
Problem Feeling #1: Overwhelmed	Solution Feeling #1: Elouise goes from scattered to strategic. From mental chaos to knowing exactly where to place her energy. Her company's priorities come into focus. Her next steps feel actionable. <i>Focused, Aligned, Intentional, Calm, Clear</i>
Problem Feeling #2: Alone	Solution Feeling #2: She no longer feels like she's carrying the company on her own. There's wisdom, tools, and community lifting her. She can delegate. Ask for help. Be held. <i>Connected, Backed, Fortified, Uplifted, Resourced</i>
Solution Feeling #3: Uncertain	Solution Feeling #3: Not only does she believe in the mission—she believes in herself. With every decision, she builds a company that reflects her values, her genius, and her ambition. <i>Strategic, Confident, Emboldened, Unstoppable</i>

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PART THREE - COMMIT TO THREE FEELINGS

Now it is time to **choose three specific feelings** you want to incorporate into every aspect of your company brand, communications, images, and experiences. To help you decide on three feelings you choose to cultivate, ponder these questions:

1. Which three feelings would be most clearly desired by your customers?
2. Which three feelings work well together, but are unique and distinct? Like three legs on a stool.
3. Which three feeling words are most accurate and specific? Words like happy, good, and fun are often trite and non-specific. Find the specific words that will create absolute clarity for you and your team about the experience you aim to create.
4. Together, which three words can already help you see new and different ways to serve your customers? Which words will inspire you and your team to bring a unique experience, different to the competition, to customers? Which three words will result in a remarkable experience for your customers, an experience they will not find with any other company?

In the space below, go ahead and commit to **Three Feelings to Cultivate**.

FEELING TO CULTIVATE #1

Clear

FEELING TO CULTIVATE #2

Supported

FEELING TO CULTIVATE #3

Unstoppable

Congratulations! You've selected Three Feelings to Cultivate!
Write them on your [4-Page Growth Plan™](#)!