



Customer Journey Map™



Ask Yourself

- What if your business is stalling because you're building everything...without thinking of just *one* person?
- Is your messaging so broad it never feels personal to the customers you care about most?
- What would happen if you knew your customer by name, story, and dreams—and spoke to them like a trusted friend?

Too many visionary founders fall into the same exhausting trap:
They describe their customers by **demographics** or **psychographics**, but never go further.

🌟 *Here's the shift that changes everything:*

When you email, speak with, or market to a **single person with a name, a profession, a family, dreams, struggles, and joys**, you create connection that feels personal—even to thousands.

- When you build your business for everyone, your message feels generic.
*When you build it for **one real human**, it lands on everyone as though you're speaking just to them.*

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Shared Avatar Description

Shared Avatar Description

Your Shared Avatar Description is a vivid, composite profile of ONE person you are truly here to serve.

Unlike a generic target audience, this avatar is thoughtfully crafted to feel real—so you can connect with your customers on a deeper, more meaningful level.

*The first step to **exponential growth** isn't a new product or a bigger ad budget. It's seeing **one customer** so clearly that they feel known."*



Shared Avatar Description

Drawing from the Authentic Customer Experience™ (another Masterclass and Tool of the Week)

You'll bring this avatar to life by defining details for ONE person:

- ✨ Demographics – age, gender, occupation, income, employer, marital status, and other tangible attributes.
- ✨ Psychographics – values, beliefs, aspirations, interests, lifestyle, health goals, preferences, and personality traits.

This level of specificity empowers you to:

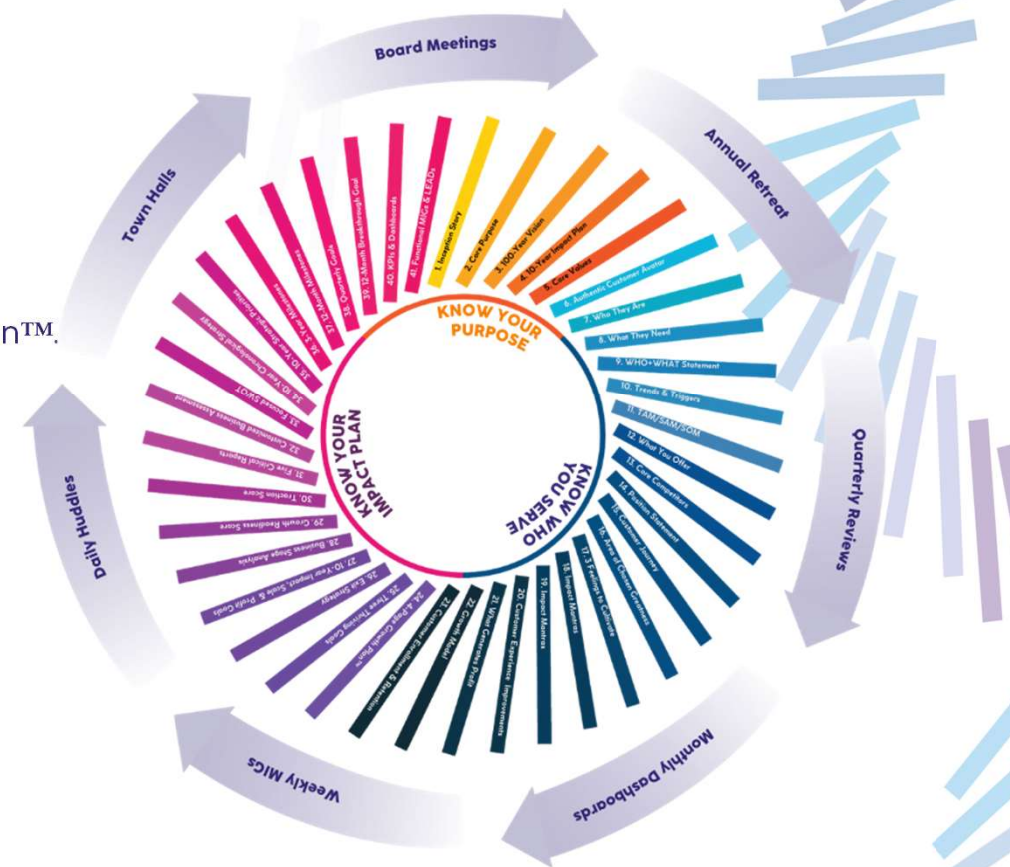
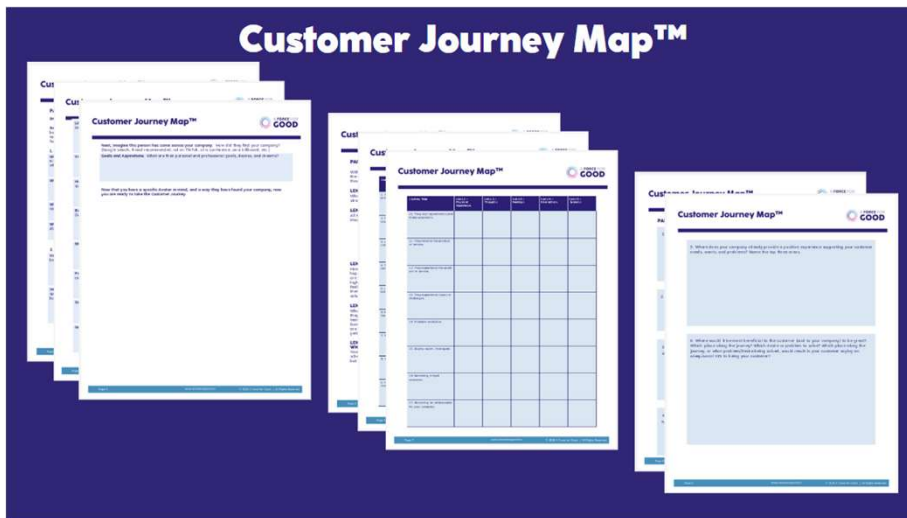
- ✓ Create products and services that resonate deeply.
- ✓ Communicate with clarity and authenticity.
- ✓ Build trust, loyalty, and genuine connection.

***When you define one customer by **name, story, and dreams**,
your business stops feeling generic
—and starts feeling like **home**.***

A FORCE FOR GOOD Today's Focus

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- Core Growth Element: **Shared Avatar Description**
- Today's Tool: Customer Journey Map™
- Workshop Goals:
 1. Use the Customer Journey Map™
 2. Define Shared Avatar Description
 3. Identify one High-Leverage Habit and one High-Potency Action™.
- Download the Customer Journey Map™ now!





Why We Avoid Defining a Shared Avatar Description

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- We *think* we already know
- We fear losing opportunities by focusing on one
- We're moving too fast
- It feels vulnerable to realize we've been guessing
- We stop at demographics, never meeting the human inside
- We don't see how clarity with one person unlocks connection with all

Specificity is your most powerful differentiator—
because only the specific feels real.



Why You Need a Shared Avatar Description

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- Your marketing stops sounding generic
- Your team finally aligns around a shared picture of your customer
- Every message feels personal—even to thousands
- You build trust and loyalty that can't be faked
- You stop wasting resources and start growing with intention

**You can't build trust with a crowd.
You build it by showing **one person**
that you **see** them.**



Shared Avatar Description

When you define your Shared Avatar Description, you move from ***abstraction*** to ***emotion***:

- ✓ Instead of describing a segment, you describe a single person.
- ✓ Instead of guessing what they care about, you walk through every thought and feeling they experience in your business.
- ✓ Instead of assuming, you *know*.



Shared Avatar Description

Generic:

“Our customer is a female entrepreneur, aged 35–55, who wants to grow her business.”



Specific:

“Our customer is Julie, a 38-year-old founder of a purpose-led PR agency in Chicago.

She’s a single mom to an 8-year-old son.

She dreams of scaling to \$2 million in revenue, but she feels stuck because her team relies on her for every decision.

She’s exhausted—and she’s afraid her vision will die in the grind.”



Example: CFO Purchasing Data Aggregation & Analysis Software

Demographic Information

- **Name:** Michael
- **Age:** 49
- **Gender:** Male
- **Location:**
New York City (primary residence),
Woodstock, NY (weekends)
- **Education:**
Boston College (Accounting),
Columbia Business School MBA
- **Occupation:**
Chief Financial Officer, Greenwich
Capital Partners (hedge fund, ~150
employees, \$7B AUM)
- **Annual Income:** \$750,000 +
bonuses
- **Marital Status:**
Married to Elizabeth, Executive
Director of a children's mental
health nonprofit
- **Children & Pets:**
Three children—Ben (15), Caroline
(12), Jack (9)
One golden retriever named Scout



Example: CFO Purchasing Data Aggregation & Analysis Software, cntd.

Psychographic Information

- **Values and Beliefs:** Michael values precision, transparency, and results. Professionally, he believes in rigorous data-driven decision-making and accountability to stakeholders. Personally, he is committed to philanthropy and teaching his kids the importance of empathy and grit. Politically moderate, socially progressive, and a strong supporter of environmental causes.
- **Interests and Hobbies:** Avid skier (Okemo, Vermont), fly-fishing in the Catskills, reading biographies of business leaders, collecting rare wines. Volunteers on the finance committee of his wife's nonprofit.
- **Lifestyle:** Weekdays start at 5:30am with Bloomberg and espresso. Workouts at Equinox. At the office before 7:30am. Often home late. Weekends in Woodstock hiking, grilling, or reading by the fire. Annual family vacations to Italy.
- **Vacations:** Villa stays in Tuscany, ski trips to Vail, and beach holidays in Nantucket.
- **Health:** Peloton rides, morning strength training, and fly-fishing for relaxation.
- **Books, Magazines, Podcasts:** The Economist, Harvard Business Review, Institutional Investor. Favorite books: *Principles* by Ray Dalio, *The Big Short*. Podcasts: *Masters in Business*, *Capital Allocators*.
- **Music:** Classic rock, jazz, and occasional bluegrass. Loves The Rolling Stones and Miles Davis.
- **Personality:** Analytical, demanding, private, loyal, and dry-witted. Known for high expectations and fairness.
- **Social Causes:** Supports environmental sustainability, children's mental health, and educational equity.
- **Goals and Aspirations:** Professionally—optimize reporting transparency, improve fund performance analytics, reduce manual reporting friction. Personally—balance intense work with family time, mentor young finance leaders, eventually retire early to teach finance.
- **Discovery of Your Company:** Michael first learned about your data aggregation platform after a board member forwarded a Gartner report highlighting your software's success improving reporting accuracy and reducing manual errors.



Shared Avatar Description

Generic:

“Our customer is a middle-aged CFO looking for data aggregation software.”



Specific:

“Our customer is Michael, a 49-year-old Chief Financial Officer at a \$7B hedge fund in New York City. He’s married with three children and spends weekends in Woodstock, NY. He’s committed to precision and rigorous data-driven decisions, but he feels frustrated by the inefficiency of manual reporting and the risk of errors. He dreams of optimizing analytics and transparency across the firm—so he can protect investors, empower his team, and eventually retire early to teach finance.”



Shared Avatar Description

Neuroscience shows that focusing on one, specific customer—rather than a vague demographic—has a powerful effect on both your team and your audience.



Shared Avatar Description

Neuroscience shows that focusing on one, specific customer—rather than a vague demographic—has a powerful effect on both your team and your audience.

When your **team** creates messaging or experiences with a vivid, real customer in mind, they naturally produce more authentic, emotionally resonant content. This is because the brain's **mirror neuron system** is activated by specificity: when we imagine or observe the detailed experiences of another person, our own neural circuits for empathy and understanding are engaged. This makes it easier for teams to step into the customer's shoes and craft messaging that truly speaks to real needs and feelings.

For your **audience**, this radical specificity means they are far more likely to feel “seen” and understood. Neuroscientific studies confirm that stories about specific individuals—rather than abstract groups—trigger stronger emotional responses and deeper trust. When your marketing describes “Julie, a 38-year-old founder,” instead of “female entrepreneurs aged 35–55,” your audience's brains respond as if they are connecting with a real person, not just reading an ad. This creates instant resonance and trust, making your brand feel genuinely personal.



3 Core Growth Elements – *Where It Fits on the 4-Page Growth Plan™*

- **4-Page Growth Plan™** – In four pages is everything you need to know to unlock the puzzle of growth in your business.
- On Page 1 of your 4-Page Growth Plan™ -- ***Know Who You Serve***
- This section defines your customer – it inspires this Core Growth Element:
 - **Shared Avatar Description**
- Influences everything on the 4-Page Growth Plan™.

FFG 4-Page Growth Plan™ (4PCP™)
A living, breathing reminder of what is fosters growth.

KNOW YOUR PURPOSE.

Inception Story

Core Purpose

100-Year Company Vision

10-Year Impact Goal

Core Values

KNOW WHO YOU SERVE

Target Market	Serviceable Addressable Market	Serviceable Usable Market		
Authentic Customer + Offering				
Who They Are	What They Need	WHQ+WHAT Statement	Why – Trend & Triggers	
What You Offer		Core Competitors	Position Statement	Chosen Area of Greatness
3 Feelings to Cultivate		Impact Mantras	3 Customer Experience Improvements	

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Customer Journey Map™

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**SHARED AVATAR
DESCRIPTION**

**TAKE THE CUSTOMER
JOURNEY**

HARVEST WISDOM



Customer Journey Map™

- Let's walk through the **Customer Journey Map™**
- Example:
 - Fictitious Company: Savvy Kids
 - Shared Avatar Description: Mother of a child



Pause to Acknowledge Wisdom

New Clarity, Deeper Knowing. Practical Power.

- That you were likely marketing to a crowd—without speaking to one human
- The power of knowing a single customer's life and story in detail
- Why clarity about one person creates connection with thousands
- Where you can stop guessing and start knowing
- That resonance comes from specificity, not generality

*When you speak to one specific person,
thousands feel seen.*



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Update Your 4-Page Growth Plan

Update What Generates Profit using your
Shared Avatar Description



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A living, breathing reminder of what fosters growth.

KNOW YOUR PURPOSE.

Inception Story

Core Purpose

100-Year Company Vision

10-Year Impact Goal

Core Values

KNOW WHO YOU SERVE.

Total Available Market	Serviceable Addressable Market	Serviceable Obtainable Market
Authentic Customer + Offering		
Who They Are	What They Need	WHO+WHAT Statement
Who They Buy	Core Competitors	Position Statement
What You Offer	Chosen Area of Greatness	
3 Feelings to Cultivate	Impact Mantras	3 Customer Experience Improvements

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High-Leverage Habits™

- **What Are High-Leverage Habits™?** High-Leverage Habits™ are repeatable practices that almost guarantee results.
- **What weekly habit will keep you and your team aligned with your Shared Avatar Description?**
 - Review your Avatar before approving any marketing
 - Start team meetings by revisiting “Who is our person?”
 - Keep your Avatar printed at every workstation
 - Share a weekly customer story with the team
 - Role-play sales conversations with your Avatar in mind

*Clarity about one customer unlocks **alignment** in every department—from product to sales to service.*

Choose one
**HIGH-
LEVERAGE
HABIT**
you will start this
week.



Identify High-Potency Action™

- **What is a High-Potency Action™?** – High-Potency Actions™ are one-time, high-impact steps to boost growth.
- **What action will you take this week to build connection with *one real person*?**
 - Rewrite your homepage headline to speak directly to your Avatar
 - Share your Avatar description in your next all-hands
 - Interview 3 customers to validate your Avatar
 - Update your sales scripts to reflect real customer stories
 - Create a video describing your Avatar's day and why you care

*If your customer doesn't **see themselves** in your story, they will never believe you can **help**.*

Choose one
**High-Potency
Action™**
Improve you will take
this week.



What We Did Today ✨

- Defined one Core Growth Element: **Shared Avatar Description**
- Learned how to use the Customer Journey Map™
- Integrated them into 4-Page Growth Plan™
- Identified a High-Leverage Habit™
- Committed to a High-Potency Action™

*Your **Shared Avatar Description**
transforms guesswork into **growth**.*



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The Book

- Learn more about the Shared Avatar Description and Customer Journey Map™ in **Chapter 6**
- Purchase the book and gain access to receive the **Force for Good ToolKit™**.
- Instructions for each tool.
- The full Force for Good System™

aforceforgood.biz/book





Force for Good Tool of the Week

- Every week we launch a new tool and masterclass.
- Get the recording and links by signing up.

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Thank you!

Free FFG Tool of the Week:
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