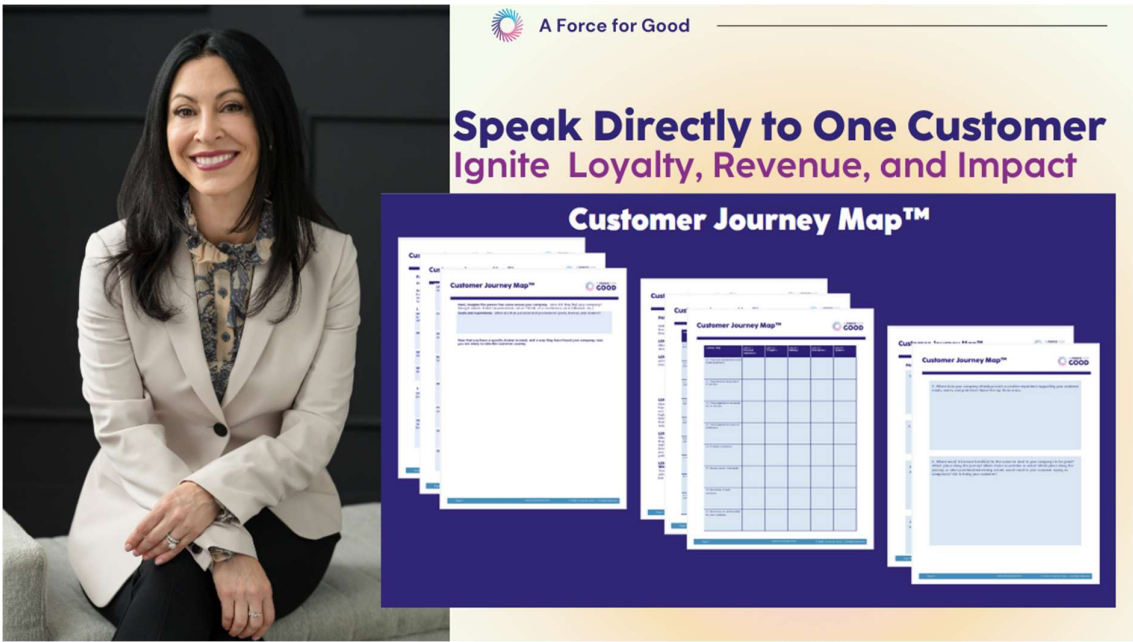


Masterclass Summarized Transcript



Speak Directly to One Customer

Ignite Loyalty, Revenue, and Impact using the Customer Journey Map™

Welcome to “*Speak Directly to One Customer: Ignite Loyalty, Revenue, and Impact using the Customer Journey Map™.*”

I’m **Coco Sellman**, five-time founder, impact investor, and creator of the *Force for Good System™*.

I am honored to be with you today to help you build exponential growth in your company.

The Problem: Why Businesses Stall

What if your business is stalling because you’re building everything without thinking about just one person?

- Is your messaging so broad that it never feels personal to the customers you care most about?
- What would happen if you knew your customer by **name, story, and dreams**—and spoke to them like a trusted friend?

Many visionary founders fall into the trap of describing their customers with only **demographics and psychographics**.

Here’s the shift that changes everything:

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

If you build your business for everyone, your message feels generic. But if you build for one specific human, it lands on everyone as though you’re speaking directly to them.

The Core Growth Element: Shared Avatar Description™

Today we are focusing on one of the *Core Growth Elements* of the Force for Good System™: the **Shared Avatar Description™**.

- A Shared Avatar Description is a **vivid composite profile** of one person you are truly here to serve.
- This person can be fictional, which frees you to answer every question fully without the constraints of describing someone you actually know.
- Unlike a generic “target audience,” this avatar feels real, so you can connect with your customers on a deeper, more meaningful level.

When you share this persona across your team, you can:

- Frame problems and solutions through the eyes of one person.
- Align messaging, product design, and customer experience.
- Build trust, loyalty, and resonance because the customer feels known.

Why Start with One Person?

The first step to exponential growth is not:

- A new product,
- A bigger ad budget,
- Or even hiring more salespeople.

The first step is:

Seeing one customer so clearly that they—and everyone you market to—feels known.

We build this avatar by pulling forward past tools, such as the **Authentic Customer Experience™**, and evolving them into a **single Shared Avatar** that the whole company can carry in its heart.

Later, you can create avatars for different segments. But today, choose just one.

Defining Your Avatar

Your Shared Avatar should include both **demographics** and **psychographics**.

Demographics:

- Age
- Gender
- Occupation
- Employer
- Income
- Marital status
- Location

Psychographics:

- Values and beliefs
- Interests and hobbies
- Lifestyle routines
- Vacations and travel habits
- Health and fitness
- Media consumed (books, podcasts, magazines, music)
- Social causes supported
- Goals and aspirations

When you create a Shared Avatar with this level of specificity, you:

- Empower everyone to get on the same page.
- Build products and services that resonate deeply.
- Communicate with clarity and authenticity.
- Stop sounding generic.

Instead, your business becomes a **home for your customer**.

Tool of the Day: Customer Journey Map™

We'll use the **Customer Journey Map™** to define your Shared Avatar.

- The tool has three parts.
- In today's workshop, we'll focus on the **first section only**.
- Then we'll identify one **High-Leverage Habit** and one **High-Potency Action** to put what you discover into practice.

👉 Download the Customer Journey Map™ free this week (through July 6) at aforceforgood.biz/weekly-tool.

Resistance to Specificity

Founders often resist this work. Why?

- We think we already know who we're marketing to.
- We fear losing opportunities by narrowing down to one person.
- We're too busy to slow down and define it.
- It feels vulnerable to admit we've been guessing.
- And we don't always see how clarity with one person unlocks connection with all.

But here's the truth:

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

Example 1: Generic vs. Specific

- **Generic:**
"Our customer is a female entrepreneur, aged 35–55, who wants to grow her business."
- **Specific (Shared Avatar):**
"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 \$2M in revenue, but she feels stuck because her team relies on her for every decision. She's exhausted and afraid her vision will die in the grind."

Notice how the second description paints a picture of a **real person you care about**.

Example 2: CFO Avatar

Let's look at a second, more detailed avatar.

Demographics:

- **Name:** Michael, age 49
- **Occupation:** CFO at Greenwich Capital Partners (hedge fund with \$7B under management, 150 employees)
- **Education:** Boston College, MBA
- **Income:** \$750,000 + bonuses
- **Family:** Married to Elizabeth (nonprofit executive), three children (15, 12, 9), Golden Retriever named Scout
- **Location:** NYC, weekends in Woodstock, NY

Psychographics:

- **Values:** Precision, transparency, results
- **Professional:** Data-driven, rigorous, demands accuracy
- **Personal:** Philanthropic, teaches kids empathy and grit
- **Political:** Moderate economically, progressive socially
- **Lifestyle:** Up at 5:30 AM with Bloomberg Espresso, gym before 7:30, late nights at the office
- **Hobbies:** Skiing at Okemo, fly fishing in the Catskills, reading business biographies
- **Media:** *The Economist*, *Harvard Business Review*, *Institutional Investor*
- **Favorite Books:** *Principles* (Ray Dalio), *The Big Short*
- **Podcasts:** *Masters in Business*, *Capital Allocators*
- **Music:** Rolling Stones, Miles Davis, bluegrass
- **Travel:** Vacations in Italy, Vail ski trips, Nantucket summers

Aspirations:

- **Professionally:** Improve analytics, reduce errors in reporting, empower his team
- **Personally:** Balance intense work with family, mentor younger finance leaders, retire early to teach finance

Customer Connection:

Michael first learned about our SaaS data aggregation platform from a **Gartner report** highlighting its accuracy and efficiency gains.

Instead of “middle-aged CFO,” you now have Michael—an individual with a full, vivid life story.

The Neuroscience of Specificity

Why does this approach work so powerfully?

Because of the **brain's mirror neuron system**.

- When we imagine one person's experiences in detail, our empathy circuits activate.
- Teams create more authentic messaging when they have a **specific face and story** in mind.
- Customers feel seen even if they don't exactly match the description, because you're speaking to *a person*—not a crowd.

Neuroscience confirms:

Stories about individuals trigger stronger emotional responses
and deeper trust than abstract groups.

The Shoelace Example: Building Julie's Story

Let's practice with a simple fictitious company—Savvy Kid Shoe Laces.

- **Name:** Julie, 34
- **Location:** Brooklyn
- **Occupation:** Part-time bookkeeper, studying for MBA at night
- **Family:** Married to Martha (architect), one child (Pearl, age 5), dog named Puddles
- **Income:** \$50K (spouse earns \$200K)

Psychographics & Lifestyle:

- **Values:** Education, equality, LGBTQ+ advocacy, sustainability
- **Hobbies:** Yankees baseball, Park Slope Food Co-op, softball in Prospect Park
- **Routine:** School drop-off at Montessori, work, afternoons in the park, concerts with family
- **Vacations:** Loves simple beach Airbnbs, dreams of biking in Portugal
- **Health:** Active lifestyle, engaged mom
- **Media:** *Untamed* (Glennon Doyle), *The New Jim Crow* (Michelle Alexander), *National Geographic*, *Sierra*, *The New Yorker*
- **Music:** Brandi Carlile, Fleetwood Mac, Florence + the Machine, Lumineers
- **Causes:** Human Rights Campaign, Sierra Club, Montessori PTA

Goals & Aspirations:

- Provide the best education for Pearl
- Stay active and healthy
- Complete her MBA and advance her career
- Stay deeply connected to LGBTQ+ community

Customer Encounter:

Julie discovers Savvy Kid Shoe Laces when she sees another child at school tying shoes successfully with colorful wide laces. She immediately wants that solution for Pearl.

Distilling to a Paragraph

After creating detailed demographic and psychographic bullets, summarize into a **paragraph** your team can use:

“Julie is a 34-year-old Brooklyn mom, married to Martha, raising Pearl, their 5-year-old daughter. She balances part-time bookkeeping with night MBA classes. Julie is socially conscious, active in her community, and passionate about education. She loves concerts in the park, vacations by the beach, and dreams of family adventures abroad. She discovered Savvy Kid Shoe Laces at Pearl’s school and instantly knew this playful, empowering product aligned with her values as a mom.”

Activating the Avatar: Habits + Actions

Once your avatar is complete, bring it into your daily and weekly rituals.

High-Leverage Habits™

Repeatable practices that almost guarantee results:

- Open every marketing meeting by reading your Avatar description.
- Print the avatar profile at every workstation.
- Share a weekly customer story and compare it to the avatar.
- Role-play sales conversations with the avatar in mind.

High-Potency Actions™

One-time, high-impact moves:

- Rewrite your homepage headline to speak directly to your avatar.
- Present your avatar at your next all-hands meeting.
- Interview three customers and refine your avatar based on real stories.
- Record a short video describing your avatar's day and why your company cares.

Where This Fits in the Force for Good System™

The Shared Avatar Description™ feeds directly into Page 1 of your **4-Page Growth Plan™** under:

- **Who They Are**
- **What They Need**
- **WHO+WHAT Statement™**
- **Buying Triggers**
- **Area of Chosen Greatness™**
- **Customer Experience Improvements™**

Closing

Today, you:

- Built a **Shared Avatar Description™**
- Practiced the **Customer Journey Map™** (Part 1)
- Updated your **4-Page Growth Plan™**
- Defined one **High-Leverage Habit** and one **High-Potency Action**

Remember:

You cannot build trust with a crowd. You build it by showing one person that you see them. When you speak to one specific person, thousands feel seen.

Next Steps

- *Book*: Chapter 7 of *A Force for Good* → aforceforgood.biz/book
- *Tool of the Week*: Customer Journey Map™ → aforceforgood.biz/weekly-tool

Thank you for being part of this journey. Thank you for creating a business that makes a difference. The world is better because of women-led companies—let's make it brighter together.