

Our purpose is our unlimited resource:

### PURPOSE: Why am I/we doing this?

Why was I born to do this?  
What is my personal story and how does it connect to this project?  
Am I chasing money or fulfilling purpose?



Create for one customer but allow all to buy:

### Who is your MUSE? The ONE customer?

What is her / his name, age?  
What job does s/he do (functional, social)?  
What emotional and human needs do they have (eg. shelter, approval, sex, safety)?  
Describe her / his habits?



Avoidance or removal of pain is powerful and urgent:

### What PAIN is our customer paying to avoid - that we can monetise?

What does your customer gain by avoiding or overcoming that pain?  
How much is that worth to them?  
How much is that worth to us?  
How urgent is this?



Date.....



Signature.....

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Prepare for the unexpected by building resilience:

### Where are the RISKS?

How are you managing burnout risk?  
Misunderstanding customer motivations?  
Hidden costs? Delayed revenue?  
Family support gets withdrawn?  
Misunderstanding our team motivations?  
Key resource costs?  
GDPR / Cyber Security & Compliance?



Bold goals need great teams:

### Who do we need in our TEAM & when?

Do they share our values and purpose?  
What is our leadership team missing?  
Do we need;  
- money, knowledge, skill, wisdom?  
- capability, IP rights, Partners?  
When do we upskill?  
How are we building diversity?  
Who is coaching us?



Customers stay if they feel cared for:

### How do our customers FEEL - when they get our product / service / message?

How do we attract, keep and grow our customers into our biggest fans?  
How do we make our customers feel at each stage of their journey?  
Digital vs physical channels?