

GOALS, DREAMS AND ASPIRATIONS

What do they want to achieve professionally?

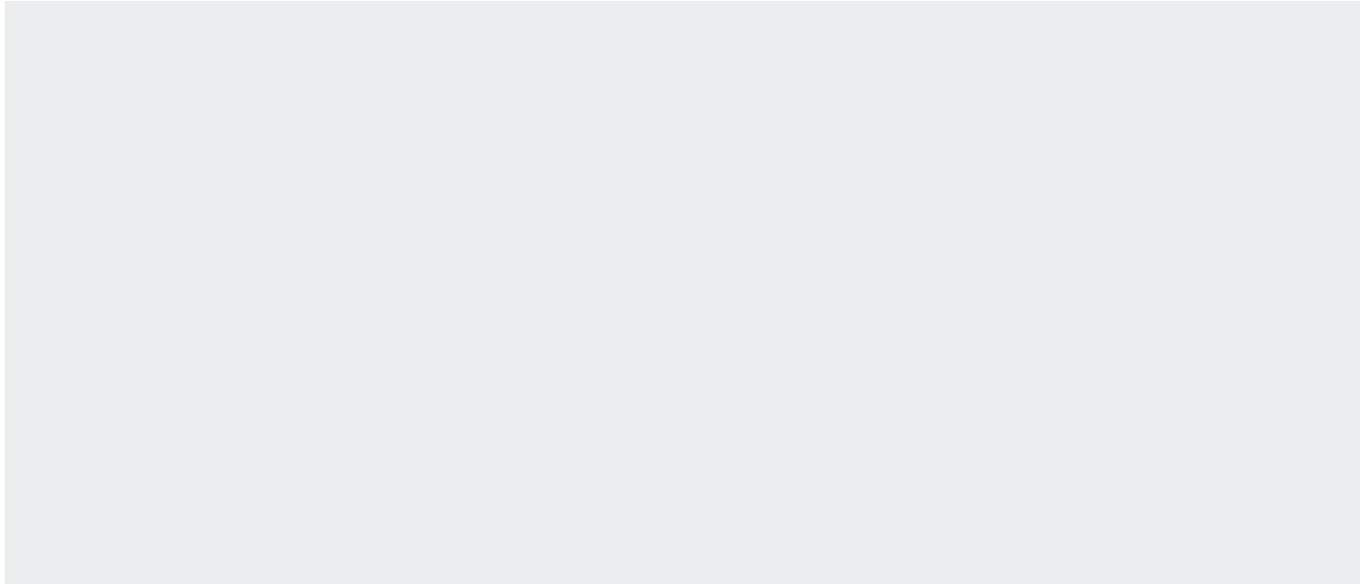
How do they want to feel in their life?

What do they want for their loved ones?

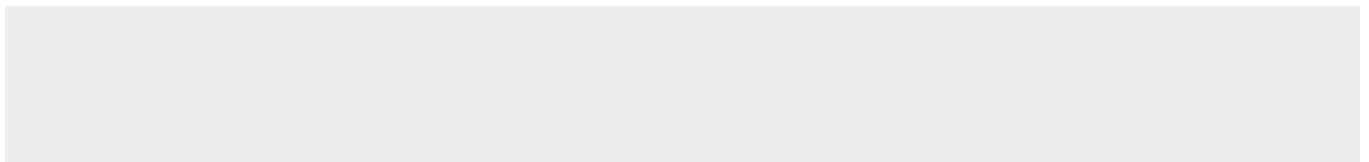
What do they want to experience?

What do they want their surroundings to be like?

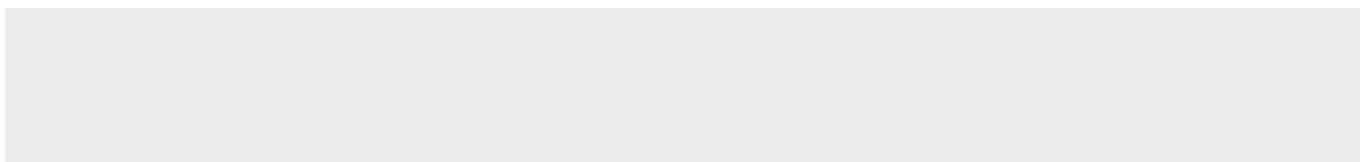
What would be the ultimate vision they want to achieve in their life?



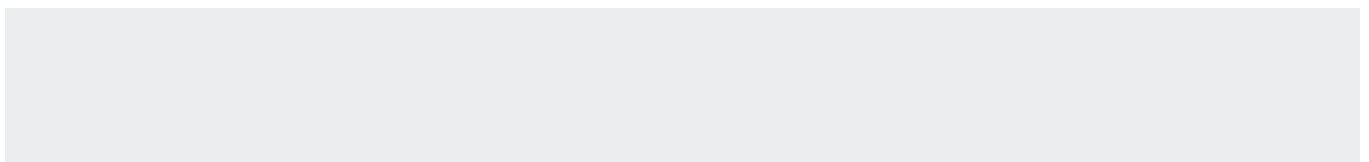
What do they want to own?



How do they want to look?



What do they want to remove?



FEARS AND CONCERNS

What is their biggest fear?

What keeps them up at night?

What negative self-talk crops up during their day?

What secret worries they hide from others?

If they had to name one thing that holds them back what is it?

YOUR OWN QUESTIONS

What are some of the questions relevant to your market?

EXTERNAL CHALLENGES

List out your customers external challenges:
How might they challenges appear on the outside?



A large, empty light gray rectangular area intended for writing or drawing answers to the prompt above.

INTERNAL CHALLENGES

List out your customers internal challenges:
How might they feel about the external challenges or what's hidden?



A large, empty light gray rectangular area intended for writing or drawing.

SAY & DO

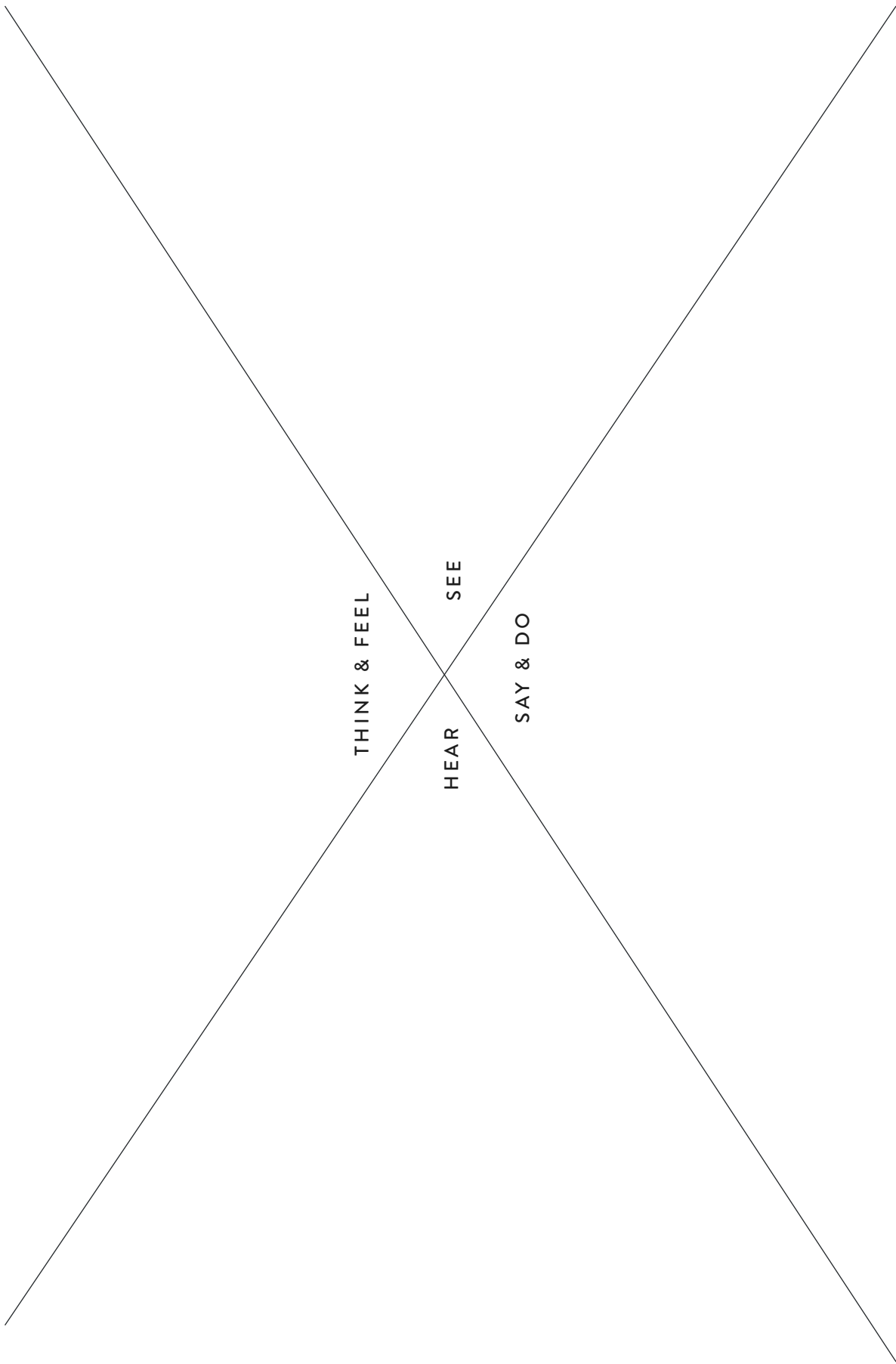
THINK & FEEL

HEAR

SEE

EMPATHY MAP

LET'S *Launch* TOGETHER[®]



Give Them A Name...

Age Location Gender

Marital Status Children Income

Business Owner? Business Type Revenue

Employed? Employer Type Job Title

Hobbies / Interests			

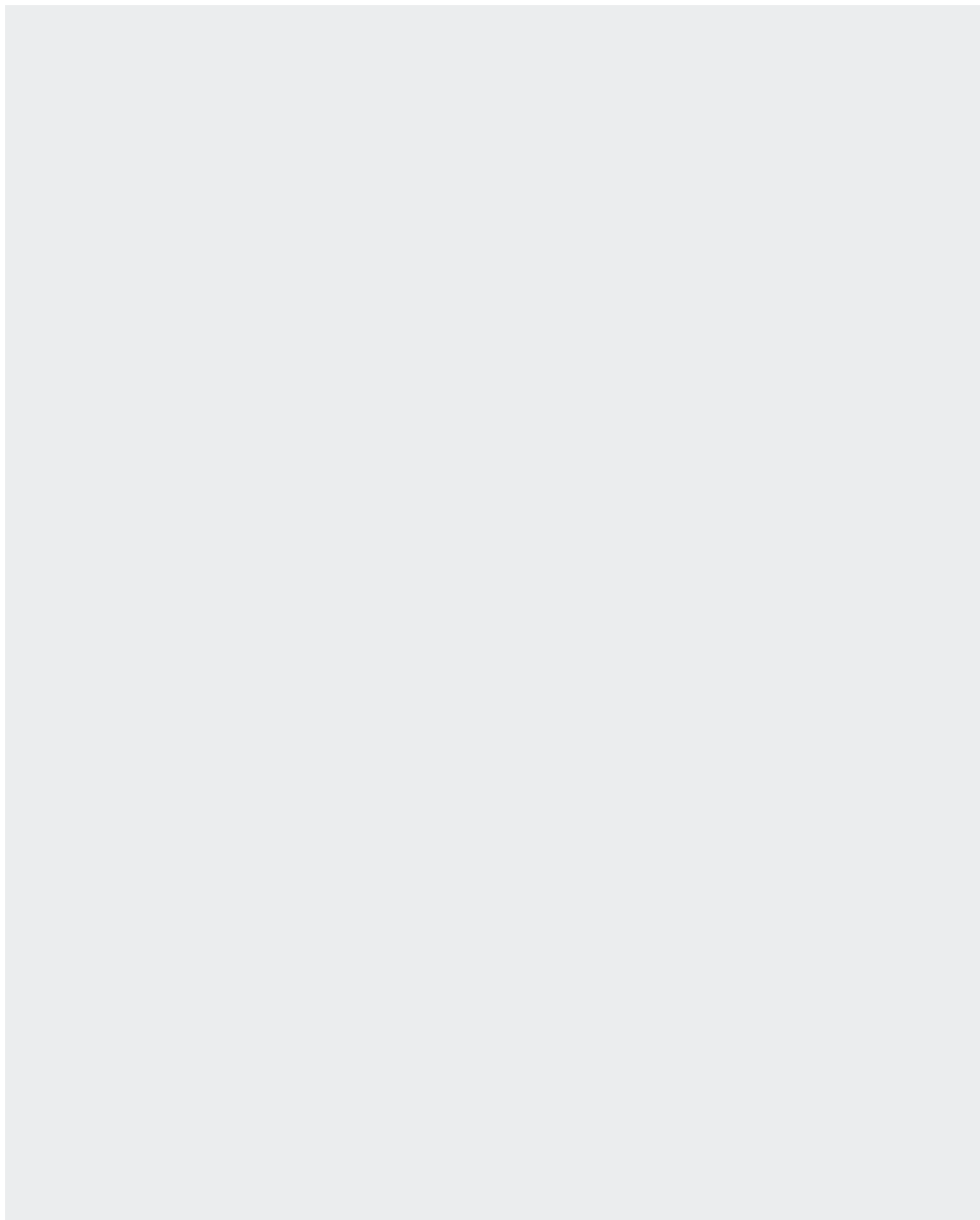
Brands they like			

People they follow			

Websites they like to use		

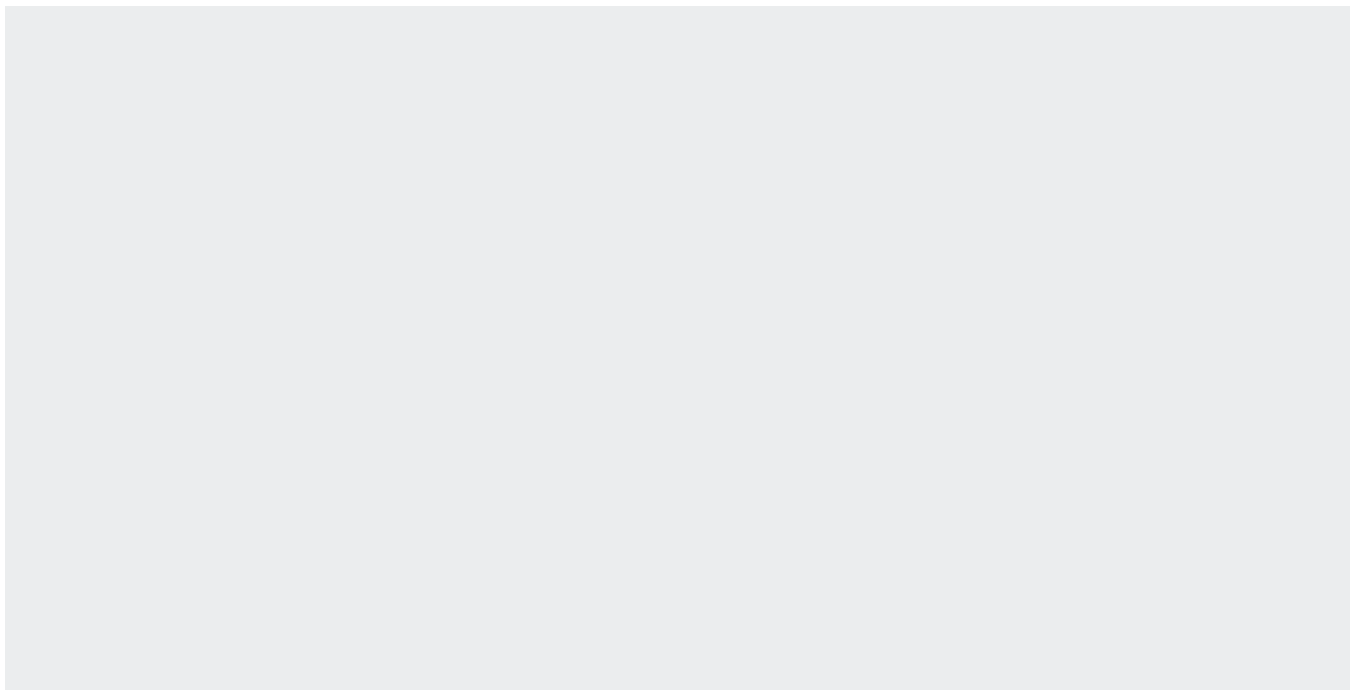
Events they like to attend / groups they're a member of

What questions might they be asking before they become aware of you?
Think what they might be typing into Google in a moment of “I’m stuck!”



What products (or services) might they have already tried?

Maybe books, trainings, consultants, free content, courses, workshops, events, template packs, coaches, masterminds, professional training.



Where might they have bought these products/services from?

Consider marketplaces, communities, websites, networking groups, workplaces, health organisations, from acquaintances, friends or family, bricks and mortar stores

