

# More Money From Your Markets

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What The Farm

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## Journal Activity:

Why do people continue to come back to your booth? What does your company stand for?

# Customer Avatar Worksheet

Company/Product Name:

## GOALS & VALUES

Goals:

Values:

Name:

Age:

Gender:

Marital Status:

Location:

## CHALLENGES & PAIN POINTS

Challenges:

Pain Points:

## SOURCES OF INFORMATION

Books/Magazines:

Blogs/Websites:

Others:

Quote:

Occupation:

Job Title:

Annual Income:

Level of Education:

Other:

## OBJECTIONS & ROLES

Possible Objections:

Role in the Purchase Process:

# Crafting Your Brand Story

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## Be Yourself

1. Why did you start your business?
2. What's the story of how you started?
3. How are you different from others in your industry?

## Build Your Character

1. What are the personality traits of your business?
2. If my business was a person how would it think and behave? (I know it sounds weird, but just go with it)

## Know Who You Are Talking To

1. What is your core demographic?
2. What are their values, ambitions and dreams?

## The Finished Product

Take all of the questions you answered and write a paragraph to tell your story

## Communicate the Problem

1. What problem do you solve for your customers?

## Tell Your Story

1. How are you going to communicate with your customers?
2. How often will I communicate?
3. What would they like to learn from me?