

**YOUR SERVICE**

What do you offer?

**CUSTOMER JOBS-TO-BE-DONE**

What is the job(s) the customer needs done? This can be functional, emotional, social, personal.

**CUSTOMER GAINS**

What are the positive outcomes the customer wants to see? What does a positive result look like to them?

**YOUR VALUE PROPOSITION**

What value do you bring to the customer? What do you promise to give them?

**CUSTOMER AMBITIONS**

What is the customer dreaming of? What are their personal and/or professional ambitions?

**CUSTOMER PAIN POINTS**

What are the biggest problems and pains the customer has in this area?

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**SEGMENT:**

**CUSTOMER TYPE:**

(Decision maker, influencer, peer, recommender, minion, saboteur, other)

**PERFECT FIT**

How well does your service match your customer's needs? Not happy? Tune, fix, pivot and try again.



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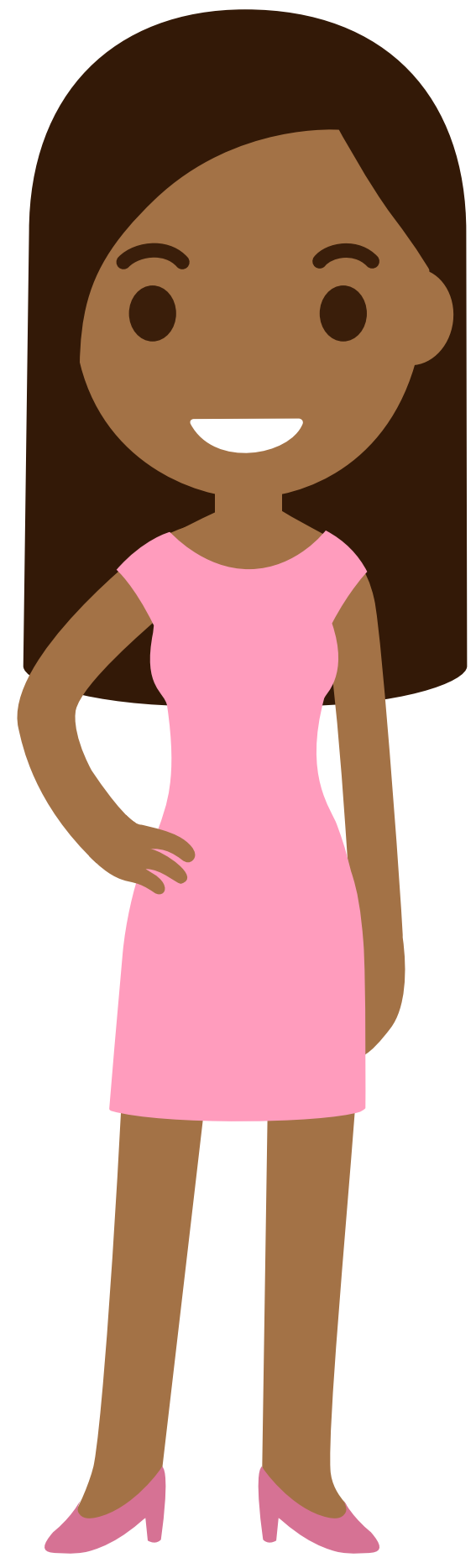
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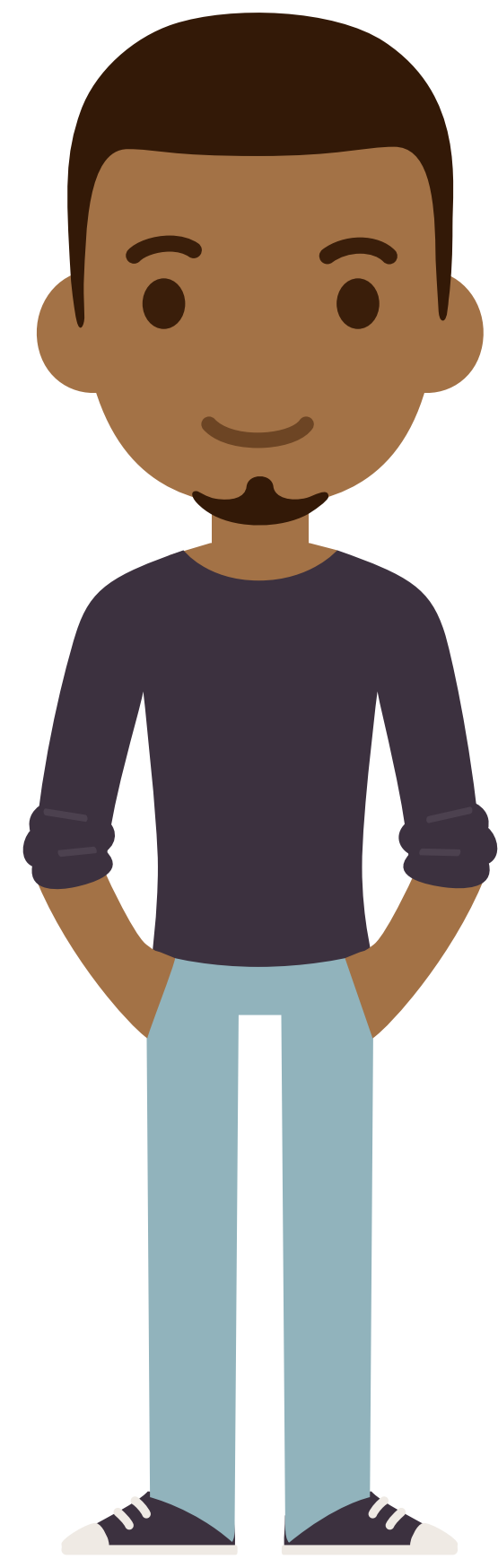
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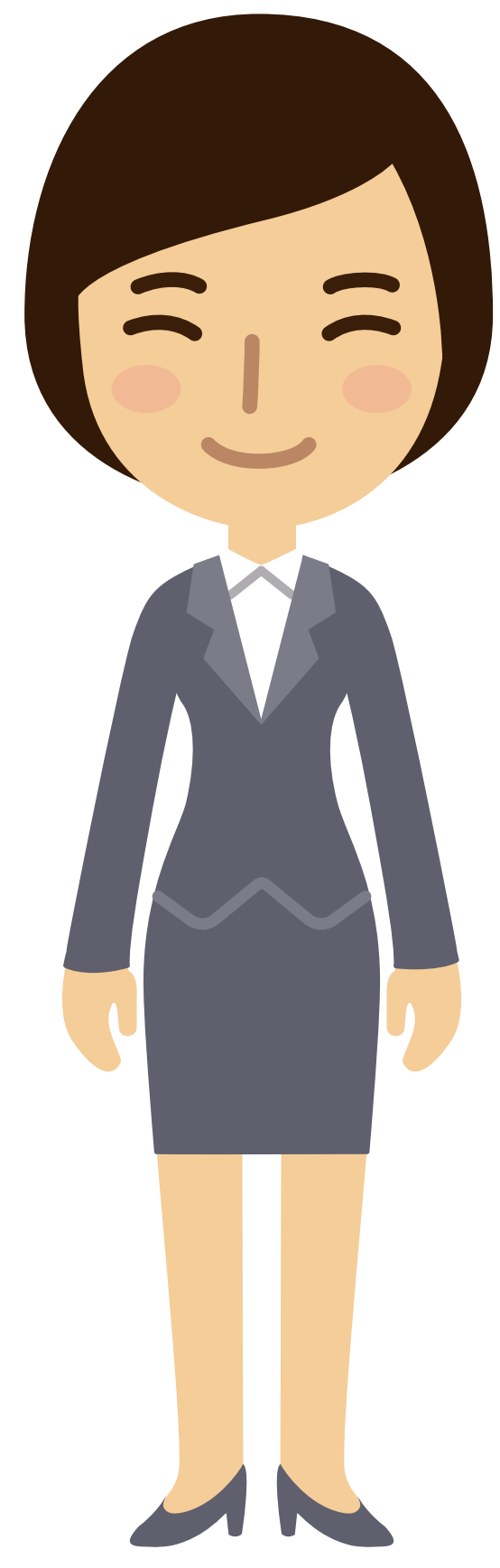
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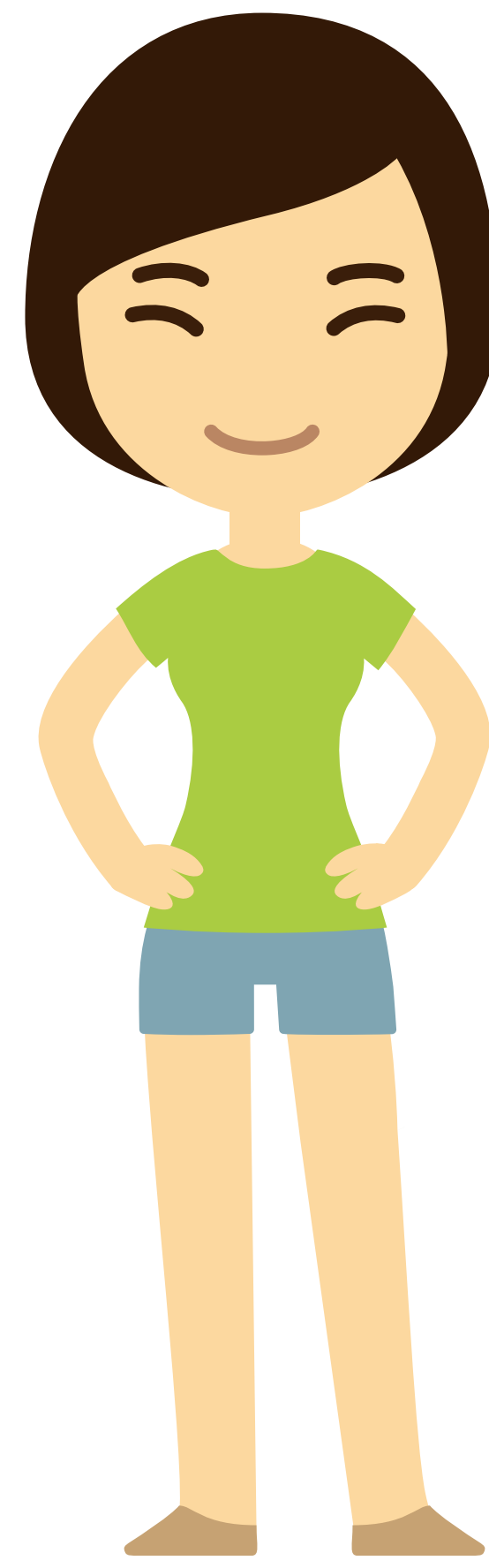
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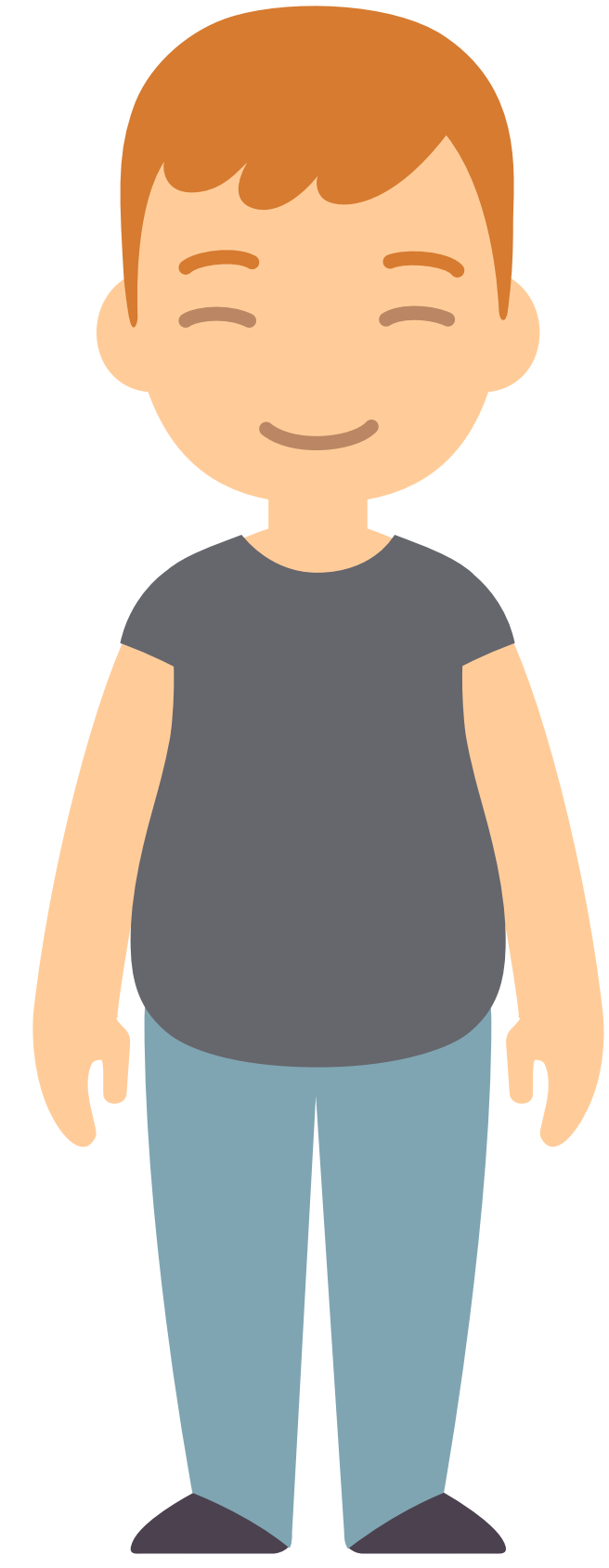


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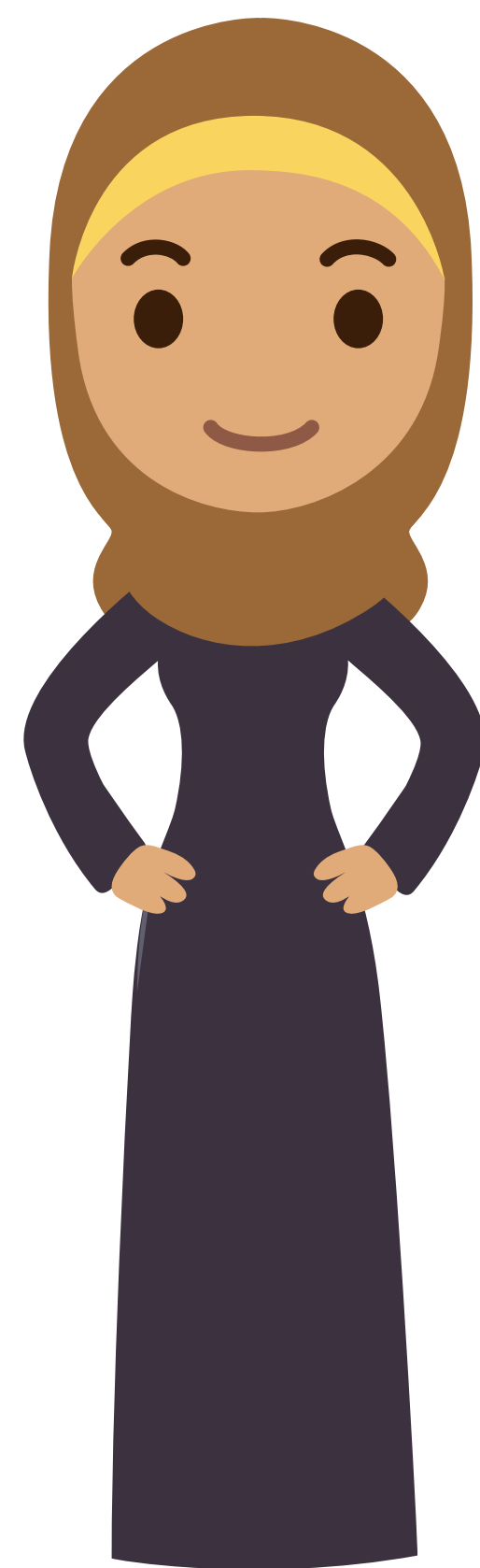


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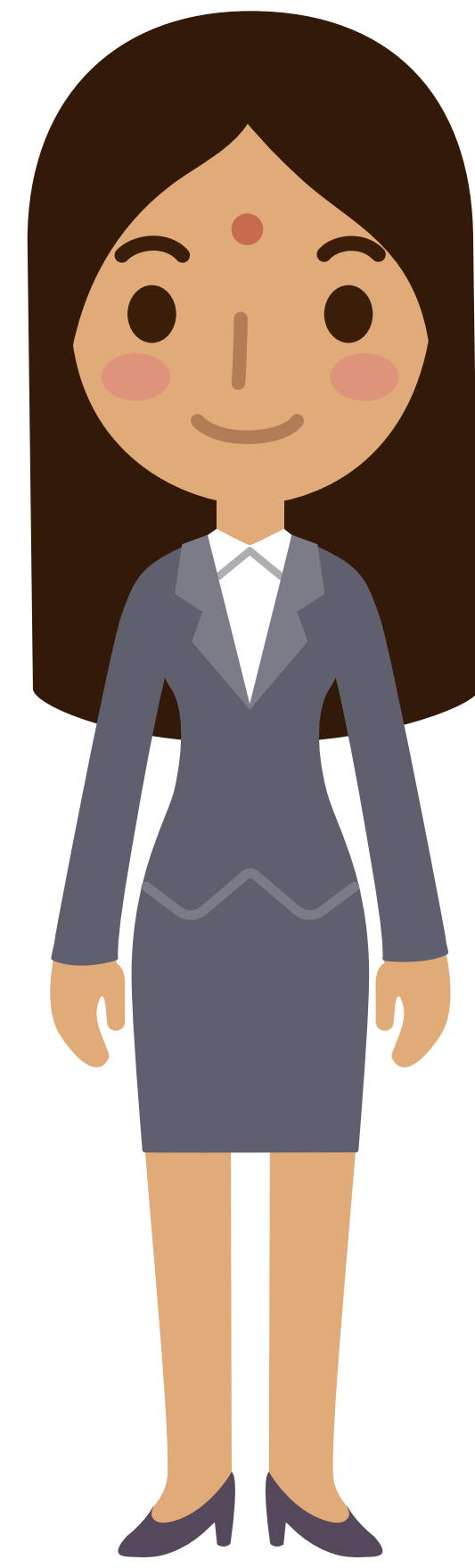
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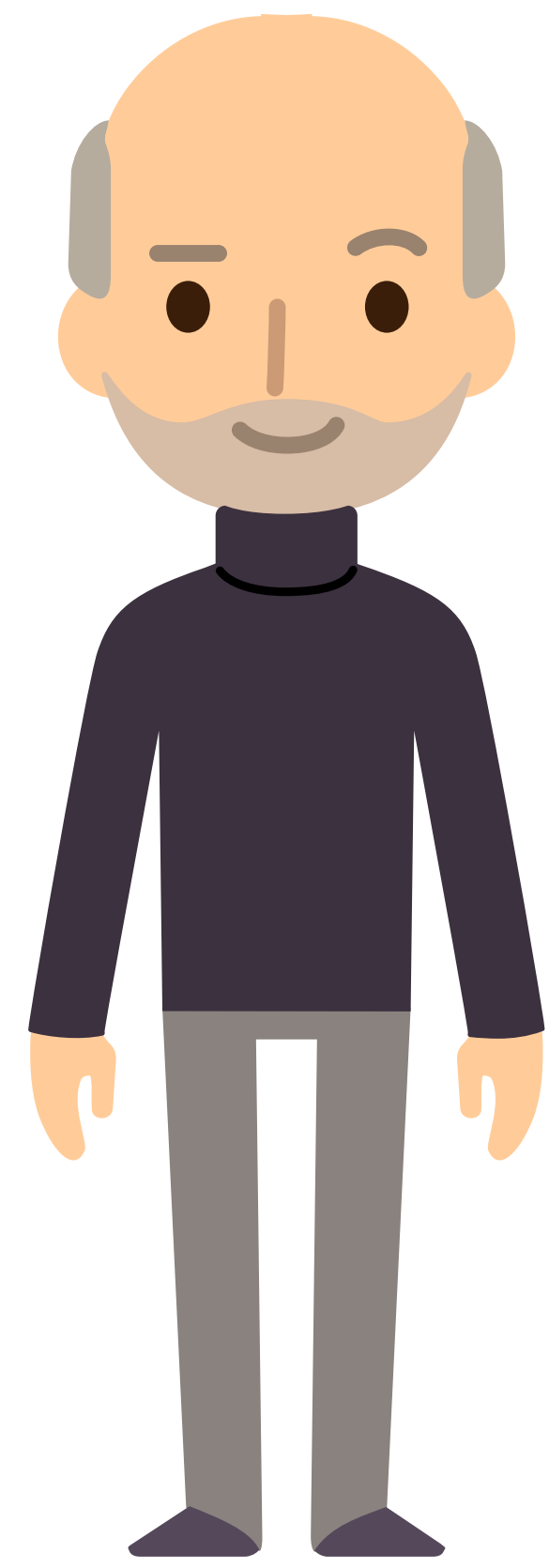
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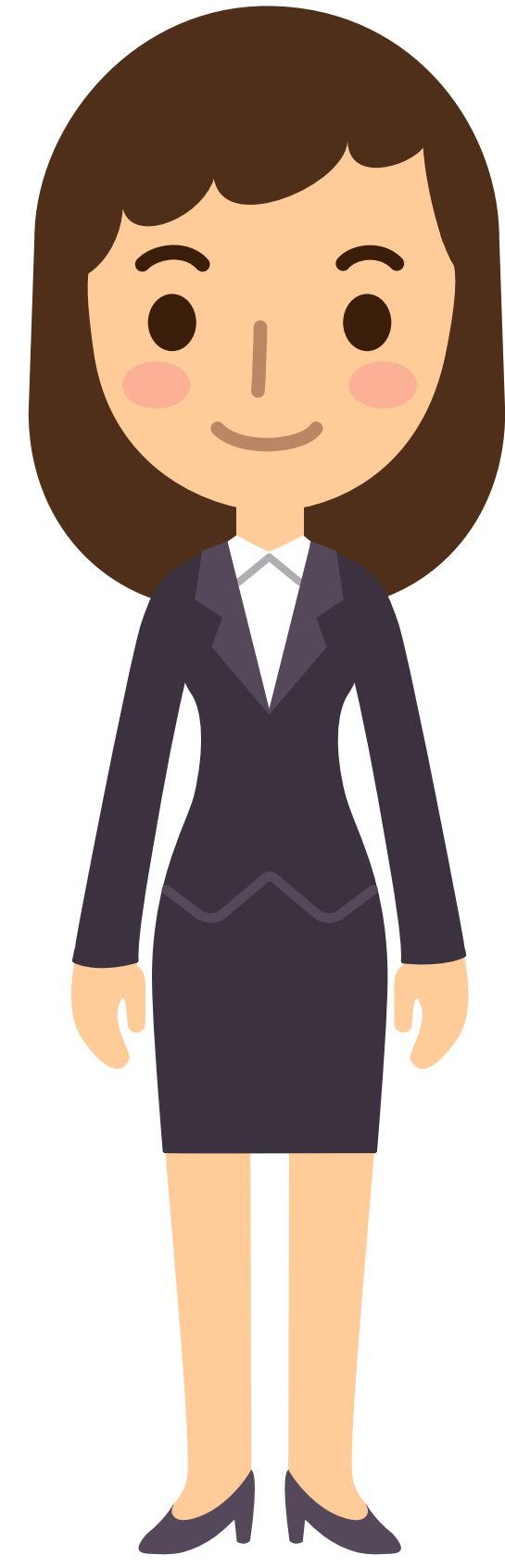
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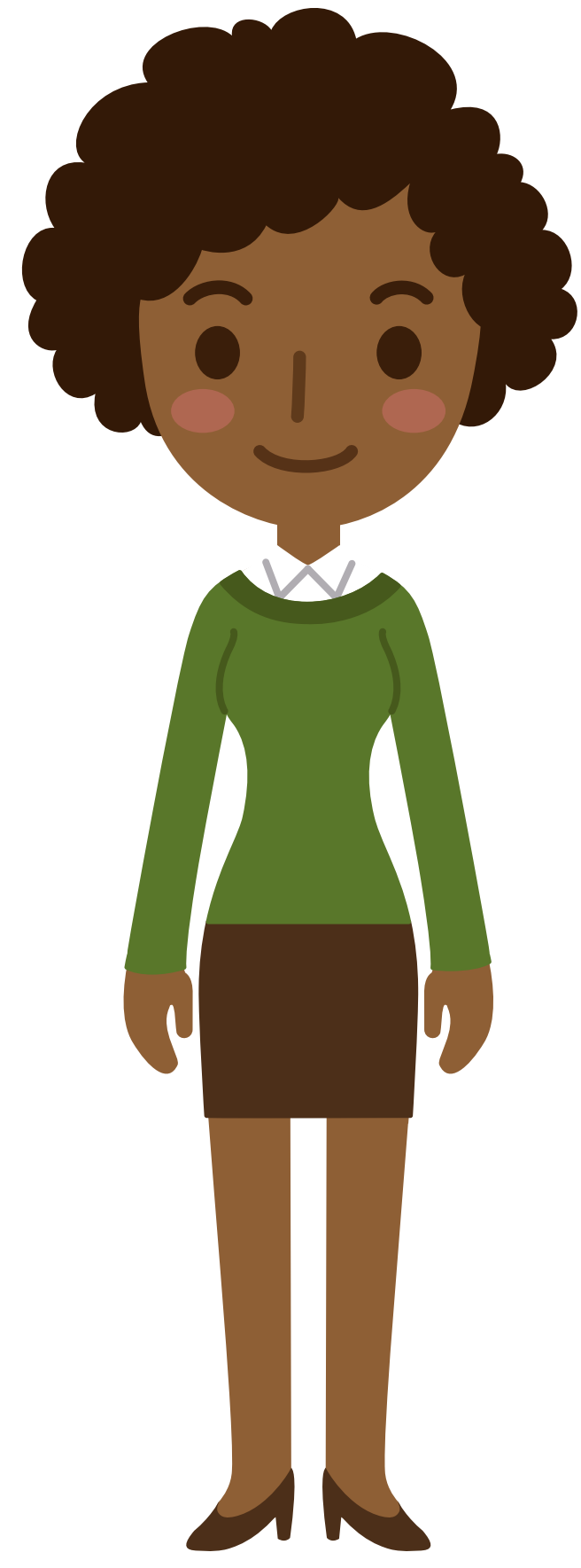
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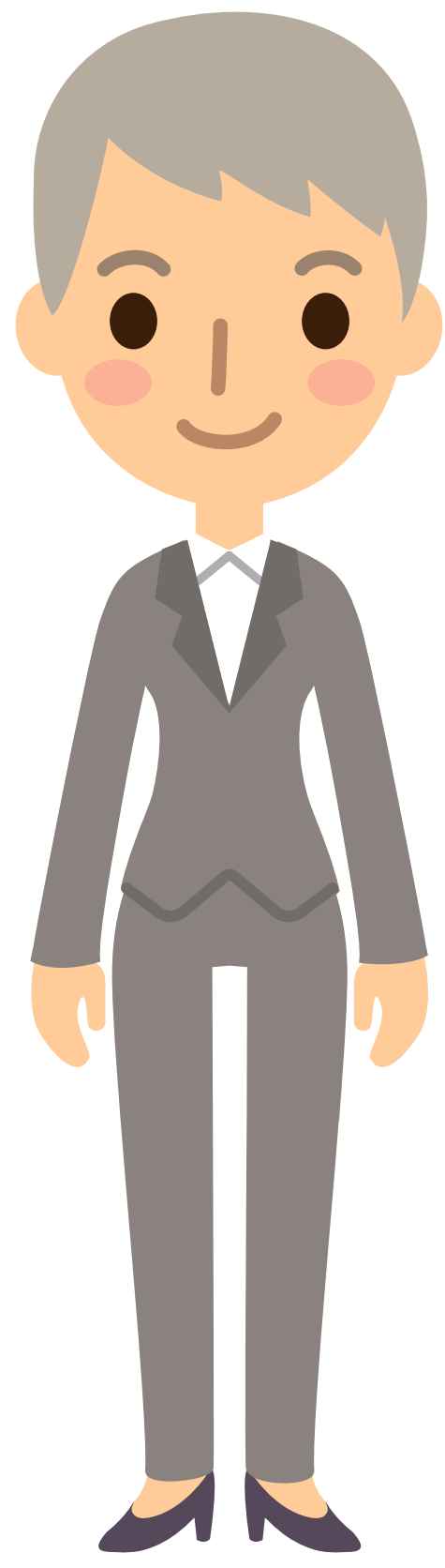
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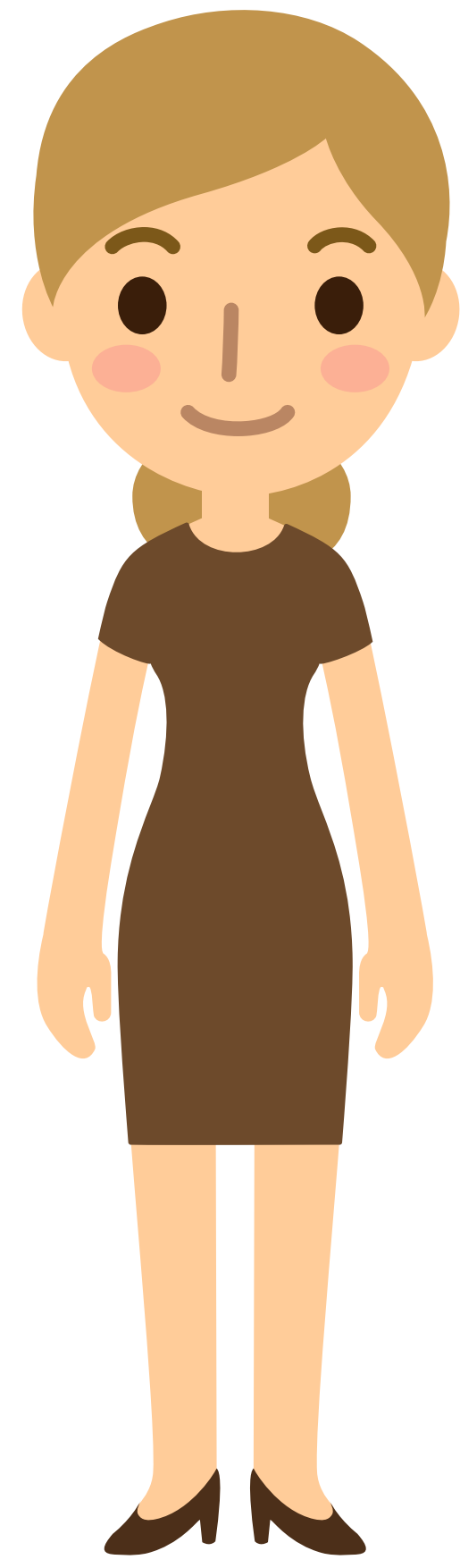
How well does your service match your customer's needs? Not happy? Tune, fix, pivot and try again.



**Customer Personas Cards**



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**YOUR SERVICE**

What do you offer?

**CUSTOMER JOBS-TO-BE-DONE**

What is the job(s) the customer needs done? This can be functional, emotional, social, personal.

**CUSTOMER GAINS**

What are the positive outcomes the customer wants to see? What does a positive result look like to them?

**YOUR VALUE PROPOSITION**

What value do you bring to the customer? What do you promise to give them?

**CUSTOMER AMBITIONS**

What is the customer dreaming of? What are their personal and/or professional ambitions?

**CUSTOMER PAIN POINTS**

What are the biggest problems and pains the customer has in this area?

**NAME:****AGE:****POSITION:****COMPANY:****SEGMENT:****CUSTOMER TYPE:**

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