

The Perfect Avatar, The Perfect Message (and the Empathy Map



Key Partners 


Who can help you leverage your business model?

Who will help you?

Key Activities 


What do you need to do to perform well?

How do you do it?

Key Resources 

How do you create this value?


What do you need?

Value Propositions 

****START HERE****


For each segment, you have a VP - bundles that create value for segments.

What do you do?

Customer Relationships 

What type of relationship are you creating w/ customers?

How do you interact?

Channels 


Touchpoints through which you create value.

How do you reach them?

Customer Segments 


All the people or orgs for which you create value (users AND customers)

Who do you help?

Cost Structure 

Breakdown of what you will be paying for and who you will be paying

What will it cost?

Revenue Streams 

How and through which pricing mechanisms do we capture value?

How much will you make?



WHY?



WHY?



WHY?



WHY?

- Who would you help for free?
- Think of the long haul (20 years)
- What do folks tell you you're good at?
- What comes easy?

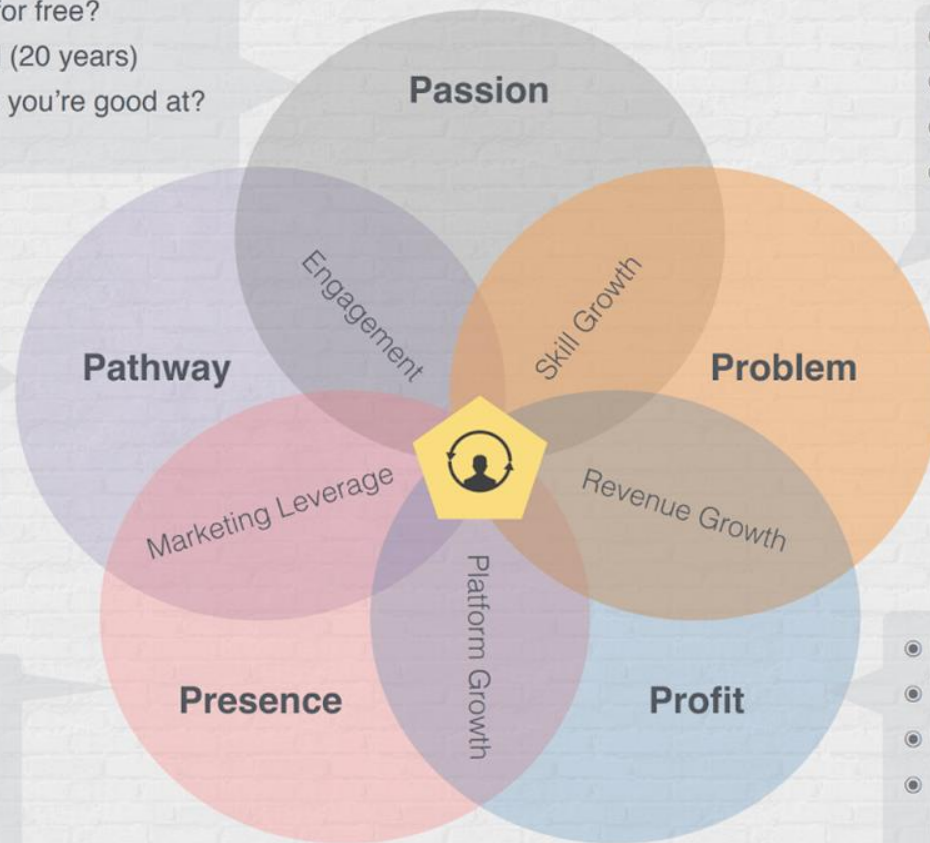
- Is there an explicit need?
- Is there search volume?
- Is the market growing?
- Can you solve it better, cheaper or faster?

Customer Segments 

All the people or orgs for which you create value (users AND customers)

Who do you help?

- Can they afford your solution?
- What's the size of the niche?
- Can you quantify the ROI?
- Is there potential for recurring revenue?



- How easily can you target online?
- Which social channels dominate?
- List interests, experts, publications, associations and groups

- Can you be seen as the “go-to” provider?
- How competitive is the niche?
- What messaging is being used in the market?

NICHE 1

NICHE 2

NICHE 3

Passion

- Who would you help for free?
- What do folks tell you you're good at?
- What comes easy?

Problem

- What is the explicit need?
- What is the search volume?
- How much is the market growing?
- How can you solve it better, cheaper or faster?

Profit

- How can they afford your solution?
- What's the size of the niche?
- How can you quantify the ROI?
- What is the potential for MMR or recurring revenue?

Presence

- How can you be seen as the "go-to" provider?
- How competitive is the niche?
- What messaging is being used in the market?

Pathway

- How can you easily target online?
- Which social channels dominate?
- List interests, experts, publications, associations and groups

Customer Segments



All the people or
orgs for which you
create value (users
AND customers)

Who do you help?

DEMOGRAPHICS (Who they are)

- Name*
- Gender
- Age
- Location
- Income
- Marital status

PSYCHOGRAPHICS (What they do)

- Social Media Groups
- Publications
- Associations
- Brands
- Experts (Gurus)
- Tools (Software)
- Activities
- Opinions, Behaviors, Events



DESCRIBE YOUR AVATAR

**Customer
Segments**



All the people or
orgs for which you
create value (**users**
AND **customers**)

Who do you help?



****START HERE****

For each segment, you have a VP - bundles that create value for segments.

What do you do?

PAINS & FRUSTRATIONS

GOALS & DESIRES

FEARS & IMPLICATIONS

DREAMS & ASPIRATIONS

NOW



EVENTUAL

TOWARD

AWAY

Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

The diagram is a large rectangle divided into seven sections around a central face. The face is a simple outline with a large circle for the head, a small circle for the eye, and a jagged line for the mouth. The sections are numbered 1 through 7, each with a title and a list of questions. The top section is labeled 'GOAL' and is divided into two parts. The central face is divided into two parts: 'PAINS' on the left and 'GAINS' on the right. The bottom section is labeled '5 What do they DO?' and is divided into two parts. The left side of the face is labeled '6 What do they HEAR?' and the right side is labeled '4 What do they SAY?'. The top left section is labeled '1 WHO are we empathizing with?' and the top right section is labeled '2 What do they need to DO?'. The bottom right section is labeled '3 What do they SEE?'.

1 WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

2 What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

3 What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

4 What do they SAY?
What have we heard them say?
What can we imagine them saying?

5 What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

6 What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

7 What do they THINK and FEEL?
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?

What other thoughts and feelings might motivate their behavior?

What is the currency that matters to your customer?



Value Propositions



****START HERE****

For each segment, you have a VP - bundles that create value for segments.

What do you do?

What is your Category? What is your Currency?
List all of the currencies that matter to YOUR customer.
Pick ONE currency and center your marketing around that.

THIS IS HOW VALUE IS IDENTIFIED ON THE BMC.

MY CORE CURRENCY IS:

CURRENCIES

INCREASE



Metric + Timeline



DECREASE



Metric + Timeline

Value Propositions



****START HERE****

For each segment, you have a VP - bundles that create value for segments.

What do you do?

What is your message that permeates throughout the BMC?

1. Biggest goal of our Persona
 2. Greatest Dream
 3. Primary Frustration
 4. Metric / Timeline
- These must be answered so we can say: we can help you accomplish X goal in Y timeline.

LearningVoyage.com

Here is an example for Machine Learning: I help intelligent IT professionals become ninja data scientists so they can create AI, Machine / Deep Learning Algorithms without a heavy math investment in under 30 days.

LV Marketing MESSAGE

1 What's your clients' biggest goal or desire?

2 What's your clients' greatest dream or aspiration?

3 What's your clients' biggest pain or frustration?

- Remember the Metric and Timeline
- Focus on the big WHY
- Be specific and relevant to your target avatar
- Be complimentary when possible
- Start with the template before improvising

LearningVoyage.com Marketing MESSAGE

"I help _____ achieve/do _____, so they can _____ without _____."

Start with a compliment like: I help Smart professionals

The goal of this is to establish us a micro-celebrity. We need to be seen as the authoritative figure in the niche. Single most effective. The best. The only.

Value Propositions



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What do you do?