

CUSTOMER INTIMACY

WORKSHEET

*Helping businesses unlock value
with existing and new customers*



Customer intimacy worksheet

The following worksheet can be printed off and reviewed with your team to start you towards customer-centricity driving greater connection and value. To do the exercise, you will need a set of post-it notes in three different colours, a set of markers, a team (or collaborator), an open mind and a white wall.

CUSTOMER SEGMENTS	DATA	STATUS	C.L.V
●
●
●
●
●

NICHE

NICHE SEGMENT:

NICHE PERSONA:

PERSONA NEEDS ANALYSIS

PAINS	GAINS	PAINS
○	○	○
○	○	○
○	○	○
○	○	○
○	○	○
○	○	○
○	○	○
○	○	○
○	○	○
○	○	○

Customer intimacy worksheet

NICHE PERSONA

HIERARCHY OF NEEDS (JOBS + PAINS + GAINS)

CUSTOMER NEEDS GROUPING

COLLECTIVE THEME

1.	
2.	
3.	
4.	
5.	

Customer intimacy worksheet

NICHE PERSONA

VALUE PROPOSITION

THEM	YOU	THEM + YOU + MESSAGE
1.		
2.		
3.		
4.		
5.		

**JOIN THE
UNLOCK + AMPLIFY
PROGRAM**

**FOR LEADERS WHO ARE SEEKING TO UNDERSTAND, UNLOCK + AMPLIFY THE VALUE WITHIN
THEIR BUSINESS TO CONNECT WITH A MARKET IN A MORE MEANINGFUL WAY.**

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