

*Your Launch*  
**BLUEPRINT**

TAKING YOU FROM BUSINESS VISION  
TO BUSINESS LAUNCH

STEP ONE: CHAPTER 2  
CUSTOMER STORY  
WORKBOOK

WELCOME!



Welcome to the worksheets to accompany the Customer Story element of Step One of Your Launch Blueprint. If you are someone who likes to write your answers down, please print these worksheets and write your answers on them. If you prefer to type your answers, please use the Google documents instead.

If you have any questions, please don't hesitate to email me at [Sal@SalRobertson.com](mailto:Sal@SalRobertson.com) or you can book a coaching call with me so that we can work through the questions you have together.

Take your time answering the questions and keep coming back to them as ideas come to you.

*Sal x*

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**Step One  
Customer  
Story  
Worksheets**

# Directions

In this workbook, you will be exploring the stories and perspective of your perfect client.

This workbook contains 7 questions for you to answer to uncover your customers' stories. By answering these questions now, you will get to understand your prospective clients at a much deeper level. For the questions that you can't answer, you will need to do some research online or interview friends or acquaintances who might be able to give you helpful insight.

Take your time to answer the following questions. Keep coming back to your answers over the next few days and weeks as you get more and more ideas about and insight in to your most perfect client.

If you have any questions whatsoever, please email me at [Sal@SalRobertson.com](mailto:Sal@SalRobertson.com). If I can answer your question easily, I will answer it by email. If it is something that can be better solved by the two of us talking, we can schedule a coaching call to work through it together.

I hope that you enjoy this process!

## CUSTOMER STORY QUESTION 1

*It's time to uncover the stories and perspective of the people you most want to work with. You are trying to get clear about what their desires, challenges and needs are - the things that they want to invest in.*

1. Start with the basics - their age, gender, whether they have children (if so, how many and what ages), do they have pets, what is their job, where do they live etc. This basic information about their demographics can be helpful as a starting point.

## CUSTOMER STORY QUESTION 2

2. Try to flesh out the basic information as much as possible - what more do you know about them? What are their hobbies or interests? What are they passionate about? What are their values or beliefs?

## CUSTOMER STORY QUESTION 3

3. What is their typical day like? Do you see any patterns of behavior that might be relevant to your product or service? For example, if you're thinking about providing services to mothers with young children, you are going to notice how little time they have to focus on themselves. This will help you to create a product or service that fits into their lifestyle.

## CUSTOMER STORY QUESTION 4

4. Make a list of frustrations, needs, challenges, desires that you think they have or that they've told you they have (if you have conducted some interviews).

CUSTOMER STORY  
QUESTION 5

5. What are they thinking, feeling, saying or doing just before they look for your product or service?



CUSTOMER STORY  
QUESTION 6

6. Where do they spend their time both in the real world and online?

CUSTOMER STORY  
QUESTION 7

7. Which businesses do they already buy from? What are their favorite brands? What does this tell you about them?



