

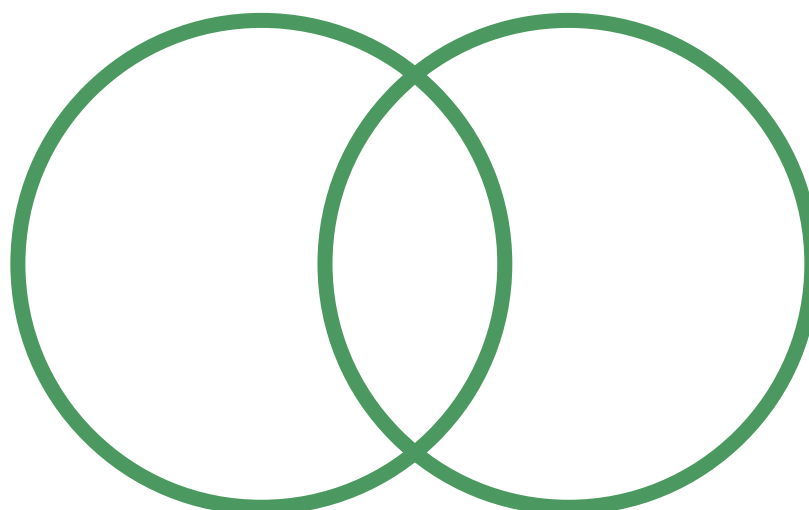
# MAXIMIZE YOUR MARKETING 4.1

## CRAFTSMANSHIP

When it comes to crafting connections between your business and your customers, a great place to start is the overlap in your values, beliefs, needs, and influences. Your product solves a problem they have. Your services support a goal they have.

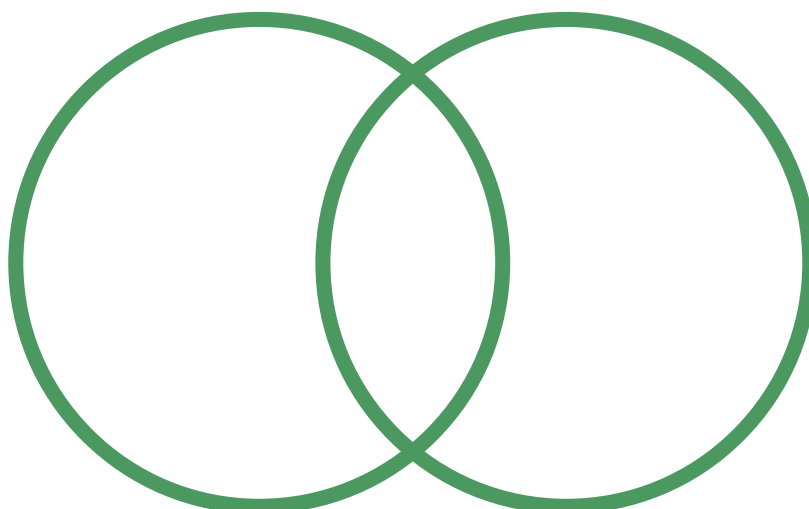
Revisit your notes from Part 2, Customer Connections, and fill in the diagrams below. The cross-sections you discover are the foundation for the craftsmanship of your marketing.

My business's  
value proposition



My customer's  
pain point

My business's  
behaviors and beliefs



My customer's  
behaviors and beliefs



# LET'S PUT IT INTO PRACTICE

Use these empty diagrams to sketch other relevant connection opportunities with your business on one side, your customer on the other, and connection opportunities in between. Some ideas for the empty diagrams include:

One for your Business to Business customers, one for your Business to Consumer customers

One for first time customer impressions, one for frequent customers

Different Venn Diagram for different age groups, or genders, type of customer, etc.

