



RADICAL BRANDING

Week 2:
Connect with your
Most Valuable
Customers

WORK-IT SHEETS

100%
RAD
ICAL

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CONNECTING WITH YOUR MOST VALUABLE CUSTOMERS

The best brands have a few things in common. They:

- Own their differentiators;
- Know their target audience;
- Have a clear value proposition;
- Promise what they deliver – and deliver what they promise; and
- Make it easy to buy what they're selling

Knowing who you are and how you deliver value is a beautiful thing. And when you're able to connect your brand attributes to your Most Valuable Customer (MVC) – someone who is most likely to buy, buy again and refer – something awesome happens. Paths become clearer. You create better products and services. Things become less noisy. You write better and more engaging content. And your marketing efforts seem to snap into place.

To recap, your MVC is:

- Is someone who wants or needs something that you're uniquely suited to deliver
- Is aligned with your values
- Buys + pays what you ask
- Bonus! Buys again – and refers

Need an example of a company who knows their MVC inside and out? [Check out this great article from Fast Company](#) about one of my favorite retailers, Anthropologie.

Knowing and really understanding what drives your customers is core to any successful and purposeful business. Listen, Wal-mart knows it's not Target and Target knows – for sure 100% knows – it's not Wal-mart. Yet they essentially offer the same thing – discount one stop shopping – but in very different ways designed to appeal to their brand's target customers.

Defining Your MVC

This worksheet will help guide you through a few exercises designed to get you thinking about exactly who your MVC is. You most likely have several target customers in mind; so complete the exercises for each one. I recommend a maximum of three defined customer segments – this seems to be the magic number that allows you to keep things manageable and more easily see overlaps, efficiencies and where things are different.

Here's an example: a personal trainer client of mine and I worked together to define the people she was passionate about helping. We assembled a list of general demographics to get us started. Then, from there, we identified three distinct groups:

- Pre- and post-natal women
- People training for competitions (marathons and triathlons)
- Active seniors (60+ years).

Then, for each segment, she completed the worksheet to really understand the similarities and differences between the groups. She then validated her MVCs by interviewing real people and clients.

A Few Things to Keep in Mind When Doing this MVC Work

Be open and trust your gut instinct. Focus on people who make you feel happy, optimistic, and who will love what you're all about. Remember, this doesn't need to be a real person, so there are literally no constraints.

Identify and define your customer segments generally at first – and then start to make connections once you have a good sense of each segment. Be kind to yourself. Give yourself the time you need. Know that this can – and will – evolve.

Make use of my personal photo libraries on Stocksy.com to help you visualize your MVC even more. You can use a comp photo in your personal materials. (But if you decide to use any of the images in your future marketing, you will need to purchase them.)

Don't say, "I'll just do this work in my head." Write it out and spend some time with this exercise – after all, you'll be spending a lot of time with these people in your business!

Let's get started! Define Your High-level Customer Segments

We'll start at the very beginning, capturing high-level demographic information first. Your goal here is to put up some high-level guardrails to help you further refine and define your MVCs in the next step. You have some great tools to help you cruise right through each step:

- Your I Believe Manifestos
- Your Brand Madlib
- The Connecting with Your Most Valuable Customers training

Here's how to use this Work-It Sheet:

STEP 1: I WANT TO SERVE THESE PEOPLE:

Define your super-high-level segment (women, men, couples, kids, etc.)

STEP 2: WHO WANT/ NEED WHAT I OFFER:

Define what you have that they need. List all the services your current offer – and those that you may offer in the future.

STEP 3: AND WHO HAVE THESE GENERAL CHARACTERISTICS:

List the general characteristics and demographics to provide the context for the next step.

STEP 4: MY MVCs WITHIN THIS GROUP ARE BEST REPRESENTED BY:

Define your 2 – 3 MVCs and their stage names.

STEP 5: HERE'S HOW I AM UNIQUELY SUITED TO HELP THEM ACHIEVE THEIR ASPIRATIONS:

Do a demographic check on your MVCs and define each of their aspirations, obstacles, their current state, the trigger bringing them into the market.

STEP 6: WHAT IS THE ULTIMATE PAYOFF OF WORKING WITH YOU?

Here's where you define the ultimate payoff of working with you: the transformation you'll deliver to your MVCs.

STEP 7: WHAT DO THEY LOOK LIKE?

Pull a few images from a stock image site and share the links in your homework:

[Unsplash.com](https://unsplash.com)

[Pexels.com](https://pexels.com)

[Stocksy.com](https://stocksy.com)

NEED A LITTLE INSPO?
USE THESE QUESTIONS TO
KICK-START SOME IDEAS TO
DEFINE YOUR MVC.

What is her name?

How old is she?

What is the dream that she's nervous to tell anyone about?

What's her marital status?

Does she have children (include names + ages)?

Where does she live?

How much money does she make?

What is her job?

What are her life beliefs?

What are her fears?

What are her favorite books, music, TV shows?

What does she Google?

What conferences or events does she go to?

What does she do in her free time?

What keeps her up at night?

What are her guilty pleasures?

Who does she idolize?

What authors, teachers or experts does she follow?

What brands does she love?

What's the worst-case scenario if she doesn't take action?

Where is her fantasy vacation?

STEP 1:
I WANT TO SERVE THESE
PEOPLE:

STEP 2:
WHO WANT/ NEED
THESE THINGS I OFFER
(OR PLAN TO OFFER):

STEP 3:
AND WHO HAVE
THESE GENERAL
CHARACTERISTICS:

STEP 4:
MY MVCs WITHIN
THIS GROUP ARE BEST
REPRESENTED BY:

MVC 1

MVC 2

MVC 3

STEP 5:
HERE'S HOW I AM
UNIQUELY SUITED TO
HELP THEM ACHIEVE
THEIR ASPIRATIONS:

MVC 1 STAGE NAME + DEMOGRAPHIC CHECK

MVC 1: WHAT ARE THEIR ASPIRATIONS?

MVC 1: WHAT'S GETTING IN THE WAY?

MVC 1: WHAT'S HAPPENING AS A RESULT?

STEP 5 (CONT'D):
HERE'S HOW I AM
UNIQUELY SUITED TO
HELP THEM ACHIEVE
THEIR ASPIRATIONS:

MVC 1: TRIGGER THAT'S GETTING THEM TO TAKE ACTION

STEP 6: WHAT IS THE
TRANSFORMATION YOU
DELIVER?

MVC 1: WHAT'S THE ULTIMATE PAYOFF OF WORKING WITH YOU?

STEP 7: PULL A FEW IM-
AGES FROM ONE OF THE
STOCK IMAGE SITES TO
VISUALIZE YOUR MVC

MVC 1: WHAT DO THEY LOOK LIKE?

STEP 5:
HERE'S HOW I AM
UNIQUELY SUITED TO
HELP THEM ACHIEVE
THEIR ASPIRATIONS:

MVC 2 STAGE NAME + DEMOGRAPHIC CHECK

MVC 2: WHAT ARE THEIR ASPIRATIONS?

MVC 2: WHAT'S GETTING IN THE WAY?

MVC 2: WHAT'S HAPPENING AS A RESULT?

STEP 5 (CONT'D)
HERE'S HOW I AM
UNIQUELY SUITED TO
HELP THEM ACHIEVE
THEIR ASPIRATIONS:

MVC 2: TRIGGER THAT'S GETTING THEM TO TAKE ACTION

STEP 6: WHAT IS THE
TRANSFORMATION YOU
DELIVER?

MVC 2: WHAT'S THE ULTIMATE PAYOFF OF WORKING WITH YOU?

STEP 7: PULL A FEW IM-
AGES FROM ONE OF THE
STOCK IMAGE SITES TO
VISUALIZE YOUR MVC

MVC 2: WHAT' DO THEY LOOK LIKE?

STEP 5:
HERE'S HOW I AM
UNIQUELY SUITED TO
HELP THEM ACHIEVE
THEIR ASPIRATIONS:

MVC 3 STAGE NAME + DEMOGRAPHIC CHECK

MVC 3: WHAT ARE THEIR ASPIRATIONS?

MVC 3: WHAT'S GETTING IN THE WAY?

MVC 3: WHAT'S HAPPENING AS A RESULT?

STEP 5 (CONT'D)
HERE'S HOW I AM
UNIQUELY SUITED TO
HELP THEM ACHIEVE
THEIR ASPIRATIONS:

MVC 3: TRIGGER THAT'S GETTING THEM TO TAKE ACTION

STEP 6: WHAT IS THE
TRANSFORMATION YOU
DELIVER?

MVC 3: WHAT'S THE ULTIMATE PAYOFF OF WORKING WITH YOU?

STEP 7: PULL A FEW IM-
AGES FROM ONE OF THE
STOCK IMAGE SITES TO
VISUALIZE YOUR MVC

MVC 3: WHAT' DO THEY LOOK LIKE?

SO, WHAT'S NEXT?

Knowing your MVCs gives you some serious customer intelligence to inform your messaging and marketing. You have walked more than a mile in your MVCs shoes and understand how they are showing up at your business – giving you the opportunity to create authentic content that engages and motivates your MVCs to action (and invites some pretty cool people into your work).

This content will inform virtually all of our work going forward – including your messaging, website copy, image curation color palette, marketing materials, profiles, and social media...the whole nine.

By now you should have lists and materials to draw from for our next exercise: to build your product and service line-up that your MVC can't wait to buy - and charge what you're worth.

Thank you for the gift of your time, your imagination, and your hard work.

I'm rooting for you!

xo,

A handwritten signature in black ink that reads "Heather". The signature is written in a cursive, flowing style.