

# CRAFT YOUR VISION

---

## YOUR PROCESS WORKBOOK

In this workbook, you'll paint a picture of how your people interact with your business.

1

### How do your people discover your business?

---

2

### What emotions do they feel before working with you?

Emotions that will change after benefitting from being your customer.

---

3

**Describe the experience of BECOMING your customer.**



4

**Describe the experience of BEING your customer.**



5

## What do your people gain from being your customer?

In terms of quality, not products.



6

## What is the main thing you want your people to gain?



7

**How does your customer's' experience end?**

---

8

**Do you keep in contact after? How?**

---