Lead in your market

Who are your people?

- Define your current and preferred customers
- Explore diversity
- Create personas

Know your people

- Needs
- Desires
- Fears
- Motivations
- Challenges

Top actors fully immerse themselves in their character's world to understand them deeply to deliver an accurate performance

Research behaviour

- Listen - find the learning
- Talk to your people
- Find research studies
- Surveys suck
- Ask AI
- Audit and review your data
- Read reviews - yours and competitors

Attract your people

- What is your niche?
- What are your advantages?
- How/where can you lead?

Speak to your people

- Brand personality
- Communication strategy
- Brand asset development

Industry research

- Best examples in industry
- Direct competitors
- Industry resources

Competitor* analysis

- What are they doing well?
- What are their weaknesses?
- Find patterns
- **What is your advantage?**
- *Opportunities for collaboration

User-centered design

- What does your customers want/need?
- How do they want to interact with you?
- What are their expectations?
- What are their barriers?
- How can you reduce friction?
- How can you increase efficiencies?

User journey

- Map the entire customer journey and touch points for each persona
- Prioritise touch points to improve
- Plan what tools, tasks and resources to improve touch points
- How can you apply your personality to the journey?

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