

STORY SUPPLY™ MESSAGING

# **CUSTOMER IDENTITY**

**A step-by-step guide to clarify  
your messaging and understand  
your customer.**

**VIDEOSUPPLY**

*If you want to confidently understand your customers to better serve them and grow your business then there are 2 customer identities you need to know.*

### Villain Identity

When your perfect-fit customer is struggling and not experiencing the solution you can offer, then they are a villain in their success story.

When someone exists as a villain, this means...

- They lack belief in themselves and that there's a product or service available to help them solve their specific problem(s).
- They believe in industry myths that keep them stuck.
- They have hidden objections that keep them from buying.

And when customers live as a villain, this does not mean they're evil or unchanging... it simply means there's an opportunity to help them become the hero of the story you're telling.

Keep in mind, there are many people who are NOT your perfect-fit customer — and that's okay! In fact, you need to know what types of people are not a good fit for your business.

So customers who are not, and never will be, a good fit will always remain in this identity of a villain.

### Hero Identity

A Hero is your perfect-fit customer. They embody the person or business you can serve the best.

Treat your heroic customer as someone to be respected. An identity and way of life and business to aspire to.

## CUSTOMER IDENTITY

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Give your hero an identity anyone can clearly learn about and understand.

Give them a name, face and brand story to bring them to life — as if you're writing them as a character for a novel or film.

Be as specific as possible — the more details you have, the easier you'll know where to find your customers and how to talk with them.

In order to serve your audience and future customers the best, you need to invite an identity shift to take place. A way they can unknowingly shift from a villain to a hero through your messaging and content.

Is is best done through belief and identity based messaging you can learn more about inside the [Story Supply™ Messaging Framework](#).

Use the following guide to create your 2 customer profiles, repeat

## Goals and Values

Write the goals, values and dreams of your perfect, heroic customer below.

### VILLAIN

### HERO

## Information Discovery

Write down how your ideal customer finds their sources for information.

## Characteristics

Describe your customer characteristics: name, age, gender, location, family dynamics, food and entertainment preferences.

## Problems and Challenges

Write the problems experienced by your perfect-fit customers, in detail.

## Objections

Write the objections your customers have that keep them from buying.

## Beliefs

Write the new beliefs and perspectives your heroes need to be successful.



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