The Dig Deeper Tool

Find the Pattern. It's There. You Haven't Seen it Yet.

The Core Customer Problem: As marketers, sales persons, or owners, we tend to look at customers one way, **demographically**. Geography, type of business, how big they are, what they buy from us, channel, etc. These are good things to know things about your core customers. Yet, you know more about them than just demographics. What about "**persona-graphics**?" If you overlook these, your **Brand Promise** suffers.

The Dig Deeper Tool: This tool makes sure you don't overlook the **persona-graphics**. Using it, you'll find that you know more about your core customers than you thought you knew, and **discover a pattern** among **them** that will give you Brand Promise that is different and more meaningful than your competitors'.

Here's how to use it:

- **First identify at least five Core Customers.**
  - Ones you enjoy serving and in reverse, ones who enjoy your service
  - Ones that don't quibble with you about price
  - Ones that pay on time
  - Ones that brag about you to others
- **Fill out one Dig Deeper Tool for each of the Core Customers you have identified.**
  - Using the topics from on the tool to refresh your memory of what you know about each customer.
  - List what you have remembered/learned of the customer into the boxes on the tool
  - Add additional areas to explore as you dig deeper into what you know about them
- **Compare the separately completed Dig Deeper Tools to each other**
  - Circle or highlight the common items that show up on each one
  - Draw a conclusion about the collective pains your Core Customers endure or face
  - Decide how you can relieve those pains when they do business with you.
  - Make this the focus of your brand promise.

The School of Rock & Sand teaches Strategy and Execution and Customer Dynamics

Take a Look

Or give me a call--Synk

Dig Deeper Tool—Find the Pattern

Company:	Person:	Position:

Responsibilities Beyond Buying Your Stuff:

Describe Work Life:	**Describe Other Life:**

List Work Pressures:	**List Other Pressures:**