

TURN YOUR
Hobbies
INTO A

Jobby!

MODULE 2

*Amanda
Arneill*

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MODULE 2: THE VIDS

“MY AUDIENCE” MEANS...

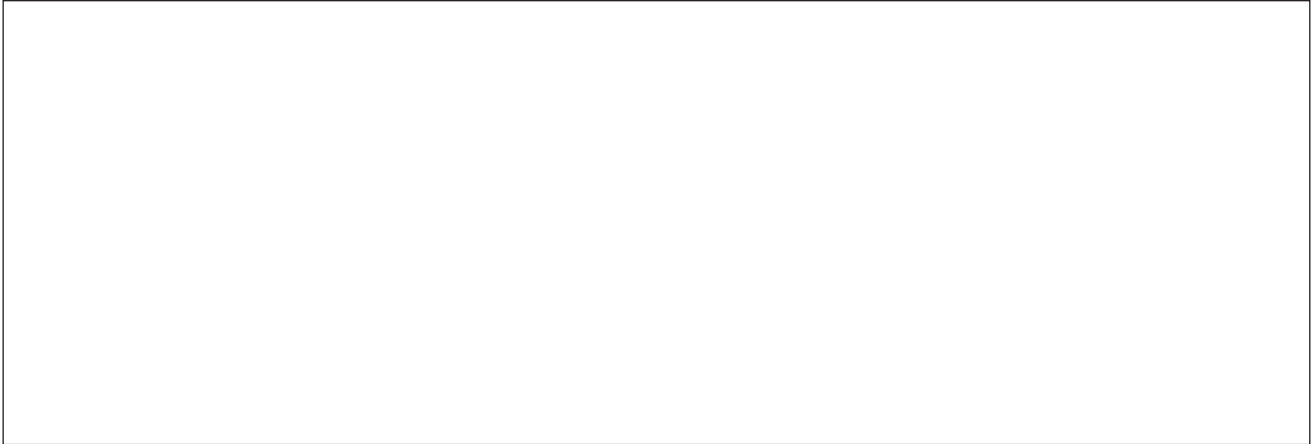
“MY BRAND” MEANS...

“MY STYLE” MEANS...

NOTES:

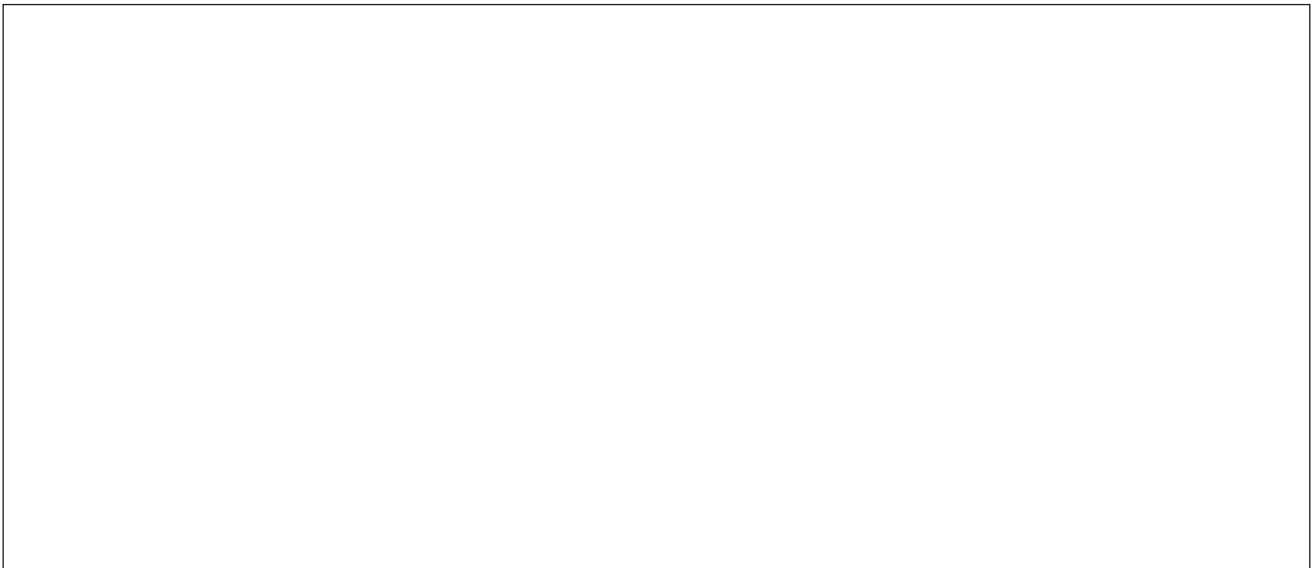


EMBRACE THIS BIG MINDSET SHIFT



**“APPROACH THINGS
IN YOUR BUSINESS FROM THE
CUSTOMER’S
POINT OF VIEW”**

WHY DEFINE WHO YOUR CUSTOMER IS?



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YOUR CUSTOMER

MY CUSTOMER'S "NAME" IS...

GENDER	AGE
RACE / RELIGION / OTHER	FAMILY SITUATION
LIVING IN (COUNTRY)	
LIVING IN (HOUSING)	
A TYPICAL DAY LOOKS LIKE...	



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YOUR CUSTOMER

FAVORITE COLORS	DECORATING STYLE
SPENDING HABITS	LIFESTYLE
WHO DO THEY BUY GIFTS FOR?	
MAIN CONCERNS	WHAT CAN'T THEY RESIST?

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MODULE 2: THE VIDS

IT'S TIME TO SET YOUR PLAN FOR YOUR BUSINESS WHICH MEANS MAKING DECISIONS ABOUT THE WORK THAT YOU WILL AND WILL NOT DO.

HOW DO YOU FEEL ABOUT AND WHEN WILL YOU DO WORK FOR...

LOVE

EXPOSURE

CAUSE

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FAVORITE SHOP #1

SHOP

THEIR EMAILS



HOW DO THEIR EMAILS MAKE YOU FEEL? _____
DO YOU FEEL LIKE YOU'LL FIND A NEW TREASURE, MAKE YOU EXCITED ABOUT A
PRODUCT, MAKE YOU WONDER MORE? DO THEY MAKE YOU KEEN TO LEARN, MAKE
YOU FEEL A CONNECTION TO THE SHOP, OR MAKE YOU FEEL A SENSE OF URGENCY?

VISUALLY HOW DO YOU DESCRIBE THE EMAILS?

WHAT PERSONALITY FEELING DOES IT HAVE?

HOW DOES IT RELATE TO YOU AS A PERSON OR A CUSTOMER?

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FAVORITE SHOP #1

THEIR STORE EXPERIENCE



HOW DOES THEIR STORE EXPERIENCE MAKE YOU FEEL? _____
IS IT EASY? ARE YOU SURROUNDED BY BEAUTY? IS IT WELL THOUGHT OUT? DOES IT
MAKE YOU FEEL EFFICIENT WITH YOUR TIME? IS IT FRUSTRATING, CONFUSING OR DOES
IT MAKE YOU FEEL LIKE A SHOPPING NINJA?

VISUALLY HOW DO YOU DESCRIBE THE STORE?

WHAT PERSONALITY FEELING DOES IT HAVE?

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FAVORITE SHOP #1

THEIR CUSTOMER SERVICE



HOW DOES THEIR CUSTOMER SERVICE MAKE YOU FEEL? _____
WHAT IS THE CUSTOMER SERVICE LIKE (POSITIVE AND NEGATIVE)? HOW QUICKLY DO THEY RESPOND? HOW HAPPY ARE YOU WHEN YOU LEAVE? IS IT EASY? IS IT EFFICIENT?

VISUALLY HOW DO YOU DESCRIBE THE CUSTOMER SERVICE EXPERIENCE?

WHAT PERSONALITY FEELING DOES IT HAVE? (DOES IT FEEL LIKE A PERSON, A ROBOT, A NUISANCE, ETC.)

HOW DOES IT RELATE TO YOU AS A PERSON OR A CUSTOMER?

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FAVORITE SHOP #1

THEIR SOCIAL MEDIA PRESENCE



HOW DOES THEIR SOCIAL MEDIA MAKE YOU FEEL? _____
WHAT SORTS OF PHOTOS DO THEY USE? WHAT ARE THEY PROMOTING? ARE THEY WORTH STOPPING AND LOOKING AT? DO YOU READ THEM? DO YOU LOOK FORWARD TO SEEING THEM? WHAT IS YOUR EMOTIONAL RESPONSE TO THEM AS A WHOLE ON SOCIAL MEDIA? DOES IT STAY AT ARMS LENGTH OR ALLOW YOU TO BUILD A FEELING OF RELATIONSHIP THROUGH THE POSTS?

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FAVORITE SHOP #3

SHOP

THEIR EMAILS



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MODULE 2: THE VIDS

HIGHLIGHT THOSE FEELINGS THAT YOU LOVE ABOUT YOUR FAVOURITE SHOPS. LIST ALL OF THEM HERE:

SHOP #1

SHOP #2

SHOP #3

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MODULE 2: THE VIDS

OF THOSE FEELINGS, WHICH ONES DO YOU WANT YOUR CUSTOMERS TO EXPERIENCE WITH YOU?

NOTES:



MODULE 2: THE VIDS

AFTER YOU COMPLETE YOUR FEELINGS GUIDE, BEGIN TO BRAINSTORM ACTIONABLE WAYS THAT YOU CAN CREATE THOSE FEELINGS IN YOUR BRAND (SOCIAL MEDIA, SHOP, WEB PRESENCE, EMAILS, ETC).



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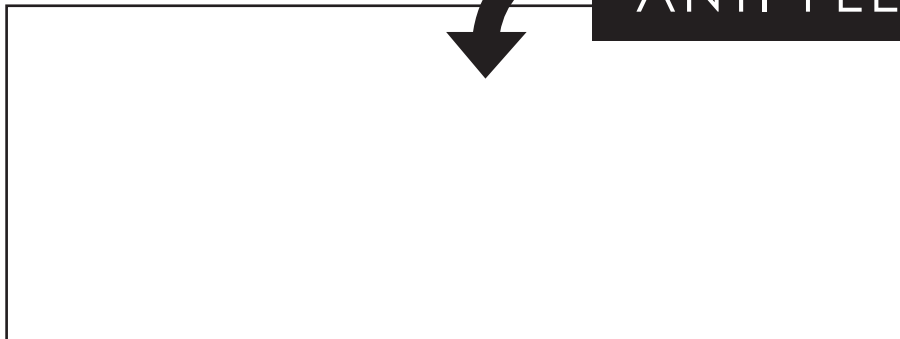
FEELING GUIDE

MY VISUAL GUIDE WORD:

MY PERCEIVED PERSONALITY WORD:

MY FEELING WORD:

ANTI-FEELINGS



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