

Customer Engagement Plan

Customer

Unique value you bring

Problem

Unfair advantage you hold

Solution

Their world view

Fear

STORY

Everything relates back to your story. The best stories are personal.

Your story tells your chosen customers why you can help them and how you will help them. Your story tells them why you care and the uniqueness you bring that will help them.

Your story shapes your offer, how you deliver and your price.

Your communications plan is how and where you tell your story in order to attract, engage and serve your chosen customers. By now, they don't feel like customers anymore. They feel like friends, or fellow travelers on this path or they feel like your peeps.

Offer

COMMUNICATIONS PLAN:

How will you tell your story so you can:

Distribution or delivery of your service

Serve and delight

Habit forming and user experience

Price strategy

Engage

Generosity and onboarding

Partners

Attract

Raving fans and outreach