Communicating with your tribe

**Who do you help and how do you help them?**

**What do your customers need?**

Try to get into the shoes of your customers. Think about them as they go through their day. Ask them about their pains, about what bugs them.

Talk to your favourite customers you wrote about yesterday. Ask them about their days, ask them what problems they are encountering, and ask them what they would change if they could.

Write it down here: