

My Customer's Emotions

Understanding how your customer feels before and after you help them is key

When you understand how your customer feels about their problem BEFORE it's solved and AFTER you've solved it, you'll be able to find the right words to create messaging which resonates with your customer on an emotional level.

The before emotions could be negative, such as frustration, fear or doubt or they could be positive such as anticipation, longing or excitement.

*For example: **The mother of a child with OCD was feeling frustrated, confused and helpless before her child started working with a CBT specialist. After the course, she now feels hopeful, confident and empowered to help her child.***

*For example: **A family want to have a fun filled outing and choose to visit a theme park. They are feeling excited and full of anticipation about their day out. On the way home, they feel happy, exhilarated and reconnected with each other.***

List how your customer feels BEFORE and AFTER you have solved their problem.

Problem	BEFORE emotions	AFTER emotions
<input type="text"/>	<input type="text"/>	<input type="text"/>

Problem	BEFORE emotions	AFTER emotions
<input type="text"/>	<input type="text"/>	<input type="text"/>

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<input type="text"/>	<input type="text"/>	<input type="text"/>