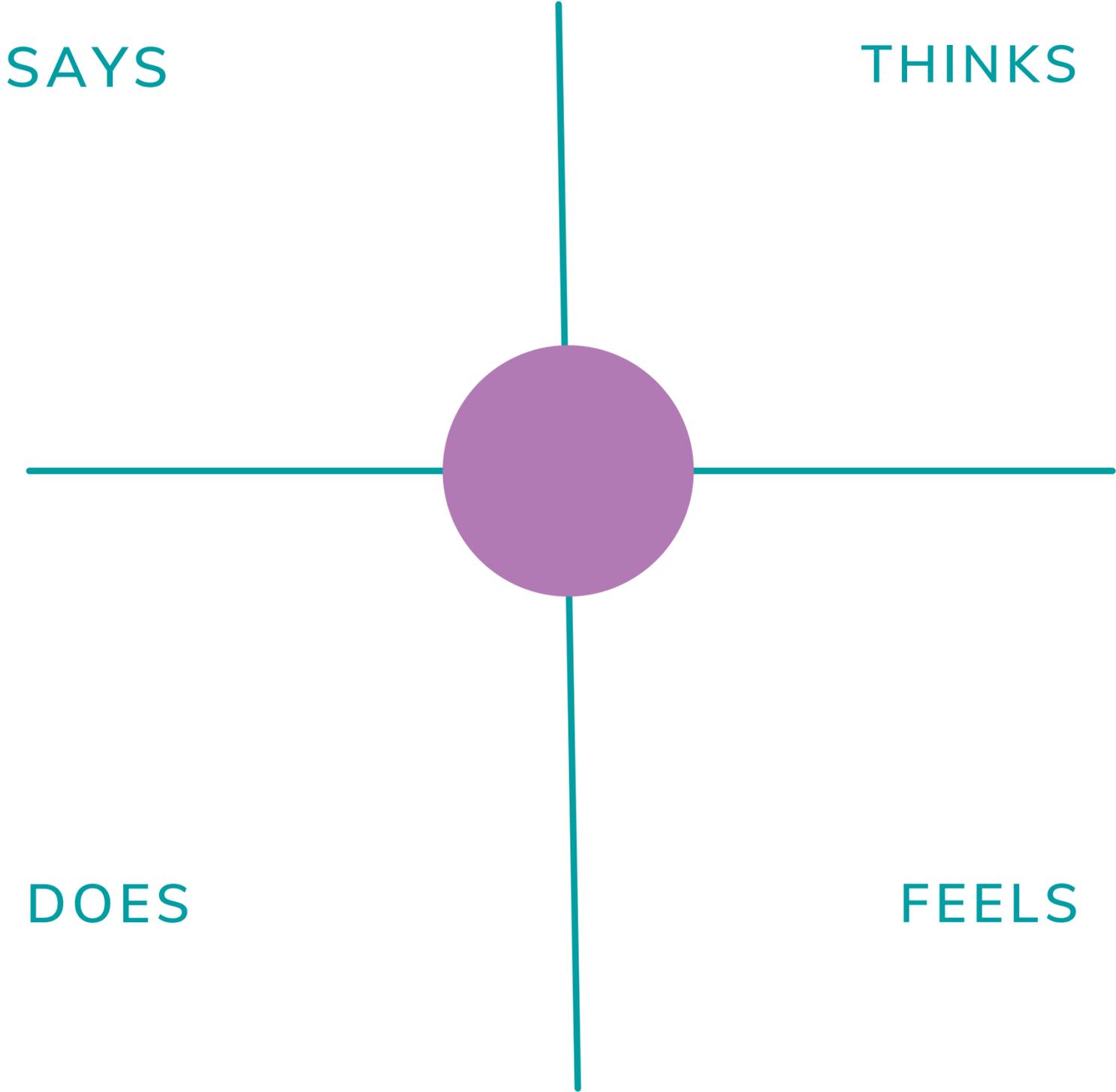


# The Empathy Map



## DOES

- Buy lots of courses and programs
- Work really hard creating endless content
- Waste money on expensive marketing tactics like websites and wonder why they don't convert
- Lower prices

## FEELS

- Deflated
- Like a failure
- Exhausted
- Frustrated
- Overwhelmed

- *"But I can help everyone"*
- *"If I narrow my target market, I could miss out on business"*
- *"I can't charge that much!"*

- I'm rubbish at marketing
- This is so hard
- Maybe it's not worth it
- There must be something wrong with me
- I'm going to quit
- I'm a failure

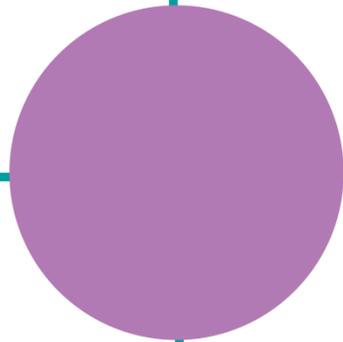
## SAYS

## THINKS

**BEFORE TRANSFORMATION**

DOES

FEELS



SAYS

THINKS

**BEFORE TRANSFORMATION**

## DOES

- Confidently create messages that really speak to the heart of your perfect client
- Attract the best clients to your business
- Get amazing results, testimonials and referrals
- Get booked out
- Raise your prices

## FEELS

- Successful
- Grateful to be able to make a living from making a difference
- Accomplished
- Excited about the future

- *"I can't believe I get to do this for a living!"*
- *"I love my clients!"*
- *"I'm fully booked!"*

- I'm so glad that I stuck with this
- If I can do this, I can do anything
- I'm ready for the next level
- I can't believe I didn't do this sooner

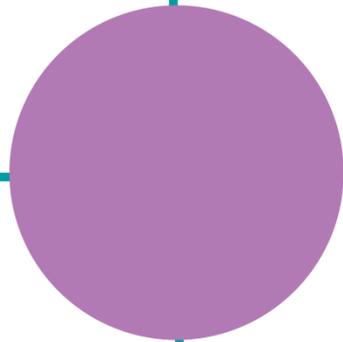
## SAYS

## THINKS

**AFTER TRANSFORMATION**

DOES

FEELS



SAYS

THINKS

**AFTER TRANSFORMATION**