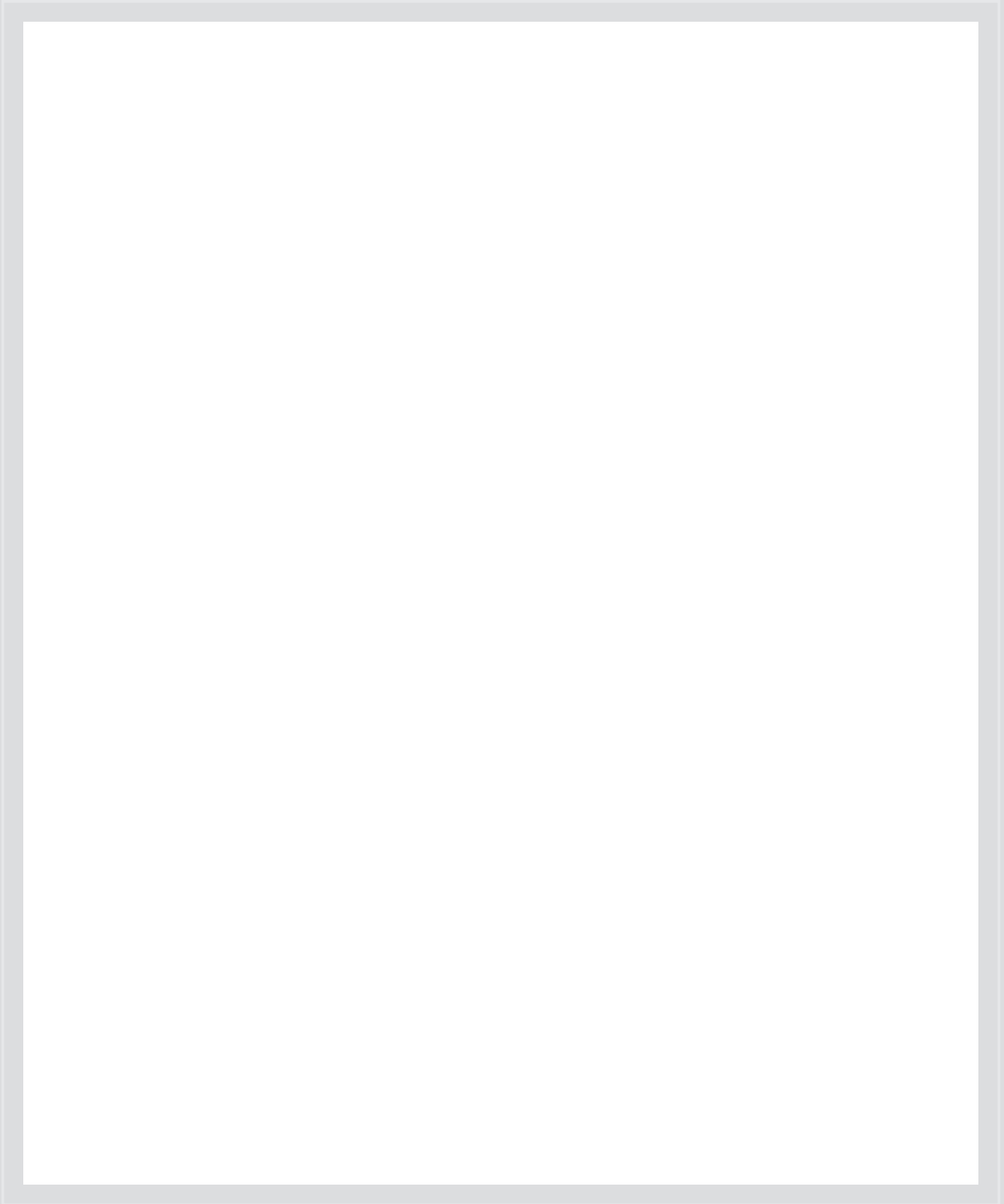




YOUR GIFT!



Place a picture of your product or draw it. Be as creative as you want.  
The important thing to do here is to be able to visualize it and fall in  
love with it. Probably you already love it.

# WHY?

Why are you doing this? Be honest to yourself. Be personal! Identify the emotions that will make you stay focused.

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# MEANING

What does your product/service represent to you? What emotional strings are connected to your product-/service? What is your legacy with this product/service? How it helped you?

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FUNCTIONAL  
VALUE

What does it do?

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EMOTIONAL  
VALUE

What makes your audience/customer feel?

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SYMBOLIC  
VALUE

What does your product tells  
about your audience/customer?

(Honor/prestige/recognition)

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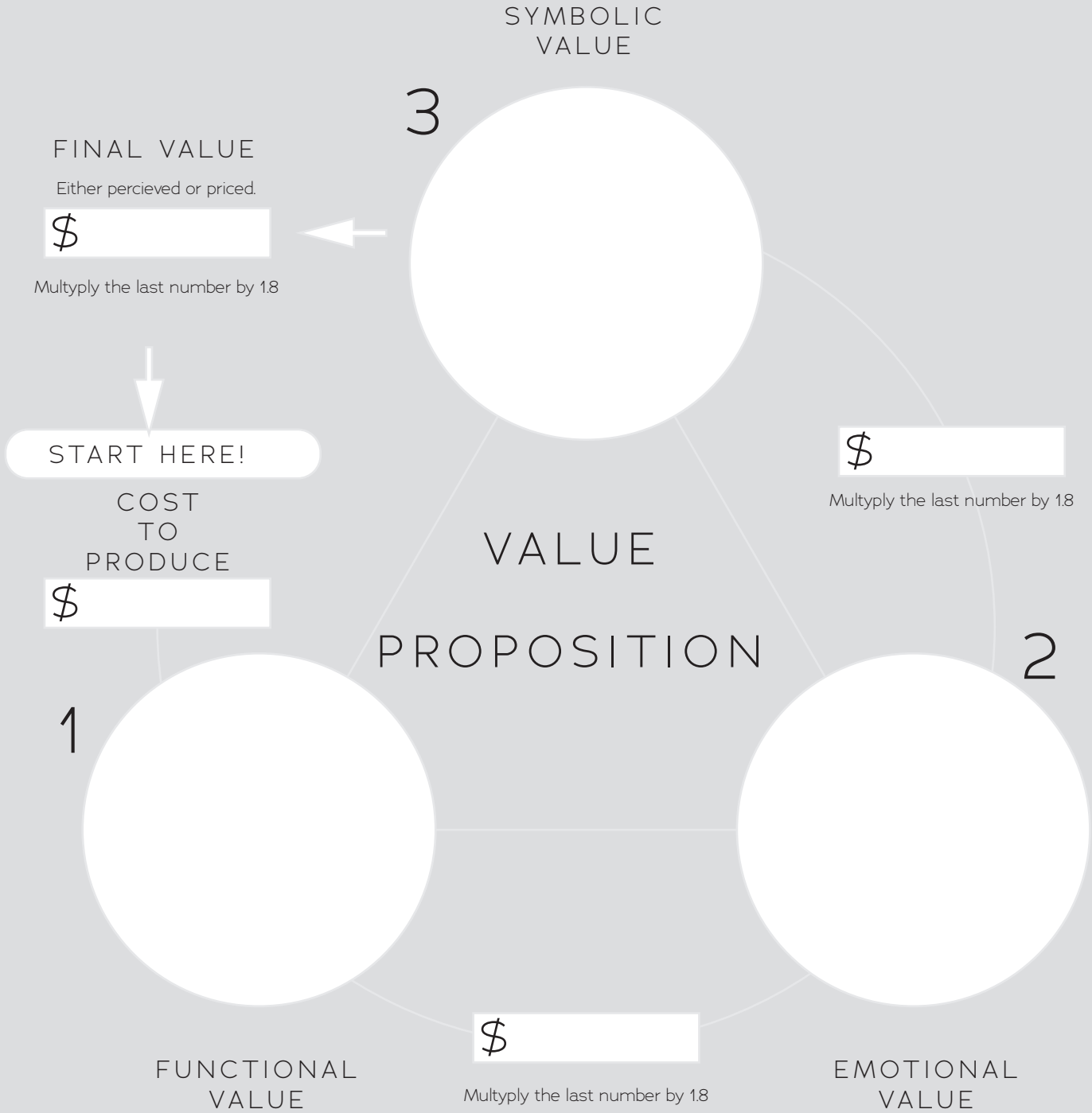
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Fill the circles with the corresponding values of your product or service.  
Write 3 values per circle.

Before going to the next circle, underline the value that is more important for your customer.

Fill the price box at the beginning and continue working counter clockwise.

# CUSTOMER RESEARCH

SEGMENT:

## DEMOGRAPHICS

AGE:

GENDER:

EDUCATION:

OCCUPATION:

LOCATION:

STATUS:

PETS:

RACE OR  
ETHNIC ORIGIN:

## PSYCHOGRAPHICS

HOBBIES / INTERESTS

TV SHOWS:

BOOKS:

MUSIC:

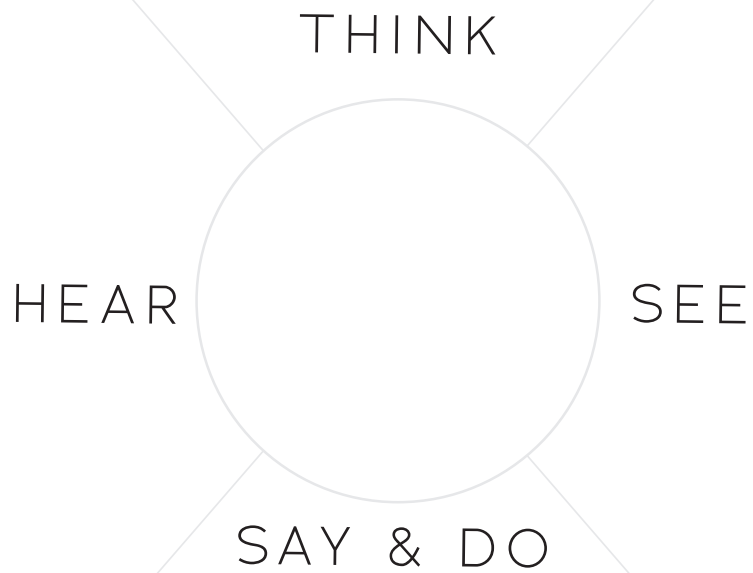
WEBSITE:

MAIN PROBLEM:

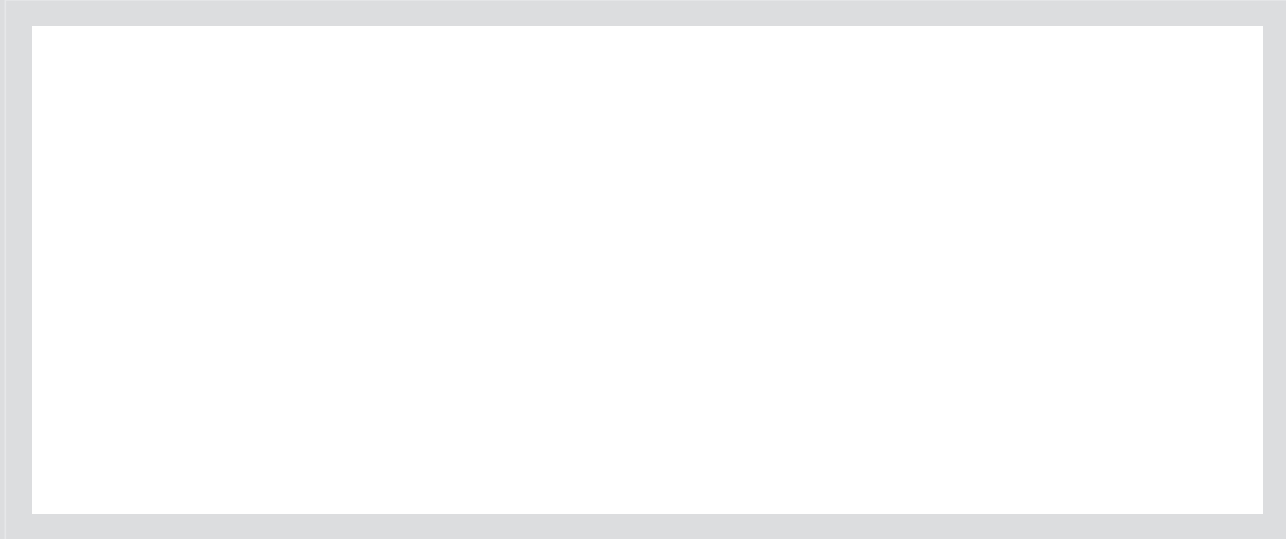
CONCERNS AND ANXIETIES:

TURN-OFFS:

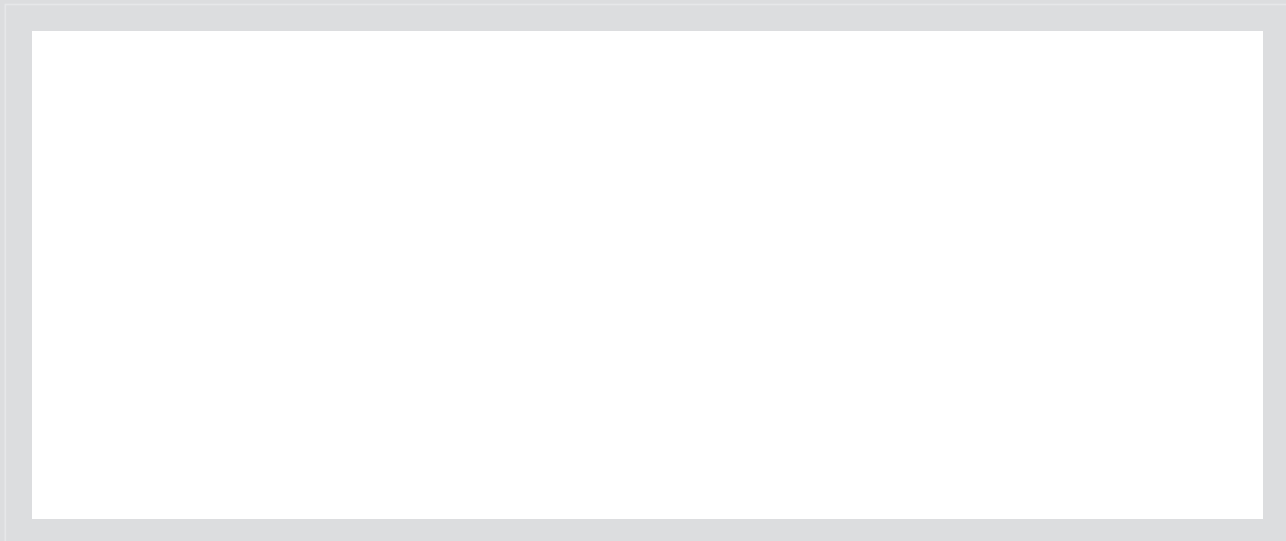
# EMPATHY MAP



# WANTS



# NEEDS





# PYRAMID OF NEEDS

Map the top 3 needs of your customer. Circle the 3 basic needs your product covers.

Then, draw a rectangle on 2 needs that you can target using marketing, social media, and advertising.

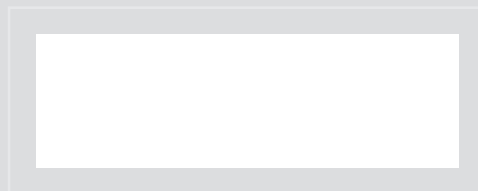


use social media to increase awareness of the new needs.



Draw or place a picture.

HELLO!  
MY NAME IS



# MARKETING BRIEF

BRAND

OBJECTIVE

TARGET

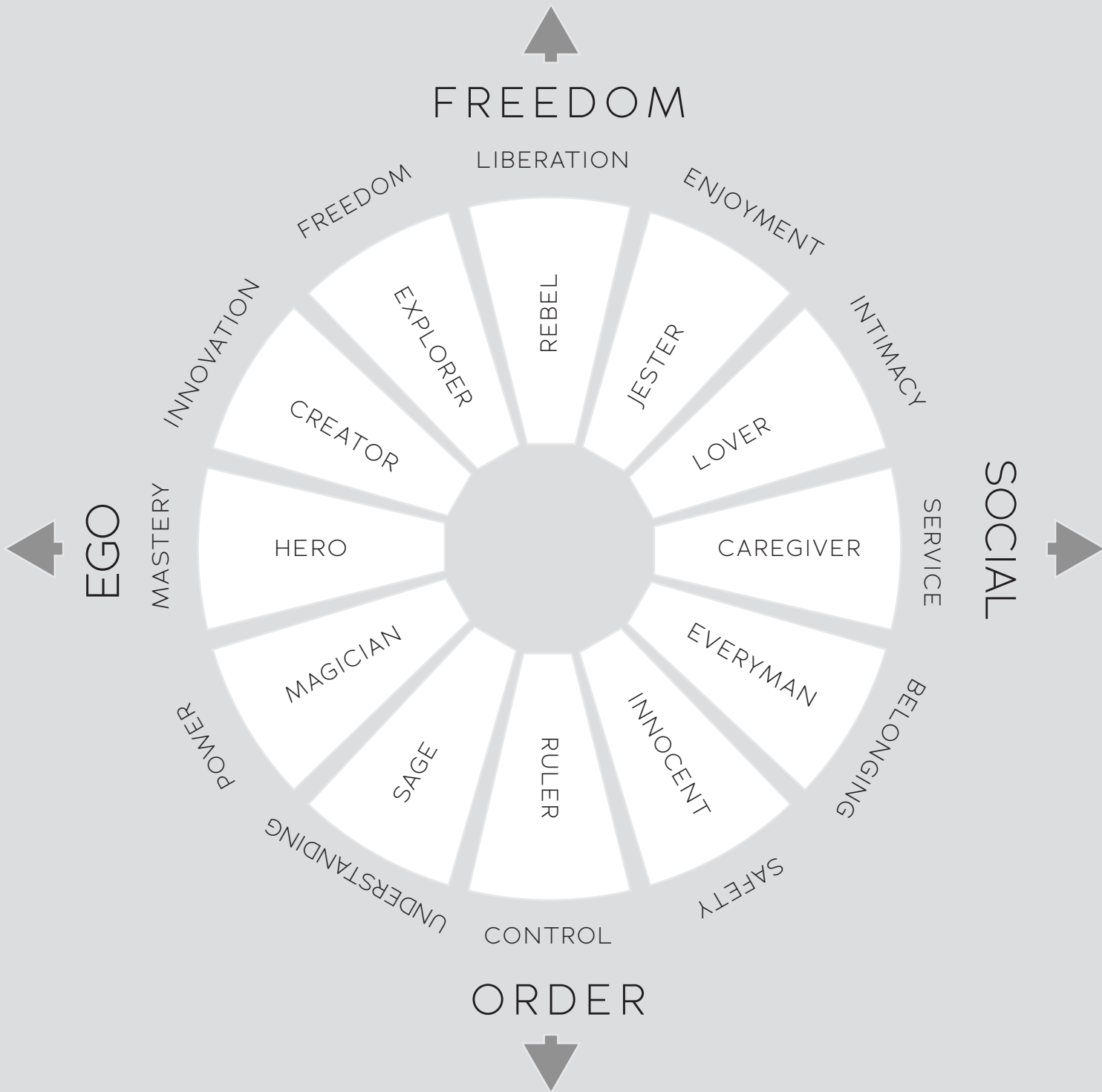
INSIGHTS AND CONSIDERATIONS

MAIN INSIGHT (WHAT IS THE MAIN PROBLEM)

SINGLE MINDED THOUGHT (HOW THE BRAND HELPS)

BRAND VOICE

# ARCHETYPES COMPASS



# DRIVES AND MOTIVATIONS FOR STORY

MAIN HUMAN DRIVE	STORY THEME		SUBCONSCIOUS INSTINCT	WANTS	SINS
	VS				
AQUIRE	DOMINATION	OPRESSION	SELF PRESERVATION REPRODUCTION	POWER	ENVY GREED GLUTTONY WRATH
BOND	APPROVAL	SEGREGATION	REPRODUCTION GROUP SURVIVAL	LOVE	LUST
LEARN	REWARD	PUNISHMENT	SELF PRESERVATION GROUP SURVIVAL	MEANING	PRIDE ENVY
PROTECT	SAFETY	DANGER	GROUP SURVIVAL REPRODUCTION	JUSTICE	WRATH
FEEL	PLEASURE	SACRIFICE	GROUP PRESERVATION SELF PRESERVATION	HAPPINESS	LUST

	Worries	Stress	Coping
SELF PRESERVATION	Physical safety Comfort Health Security Environment	Money Food and nutrition	Overworking Overbuying Overeating Oversleeping Overindulging
REPRODUCTION	Intense experiences. Connection with others. People. Attractions that produce adrenaline.	Lack of mental or emotional stimulation. Lack of personal connections	Scattered attention and lack of focus. Sexual promiscuity. Avoiding others Thrill-seeking
GROUP PRESERVATION	A sense of personal value Accomplishments. Secure a place with others. Status. Approval. Being admired. Knowing what is going on in the world.	Adjusting to others. Being accepted. Avoiding intimate situations.	Antisocial behaviours. Poorly developed social skills. Stubbornness. Resentment. Avoidance.

## BINARY CORE VALUES

TRUTH/LIE

LOVE/HATE

GENEROSITY/SELFISHNESS

HARD WORK/LAZINESS

LOYALTY/BETRAYAL

LIFE/DEATH

COURAGE/COWARDICE

HOPE/DESPAIR

MEANINGFULNESS/MEANINGLESSNESS

MATURITY/INMaturity

JUSTICE/INJUSTICE

MORALITY/INMORALITY

UNITY/BREAK UP

HONESTY/DISHONESTY

GOOD/EVIL

SACRED/PROPHANE

BEAUTY/UGLYNESS

PASSIVE/AGRESSIVE

REBELLION/SUBMISSION

LIBERTY/COMPLIANCE

CREATIVE THINKING/ROTE THOUGHT

SUCCESS/FAILURE

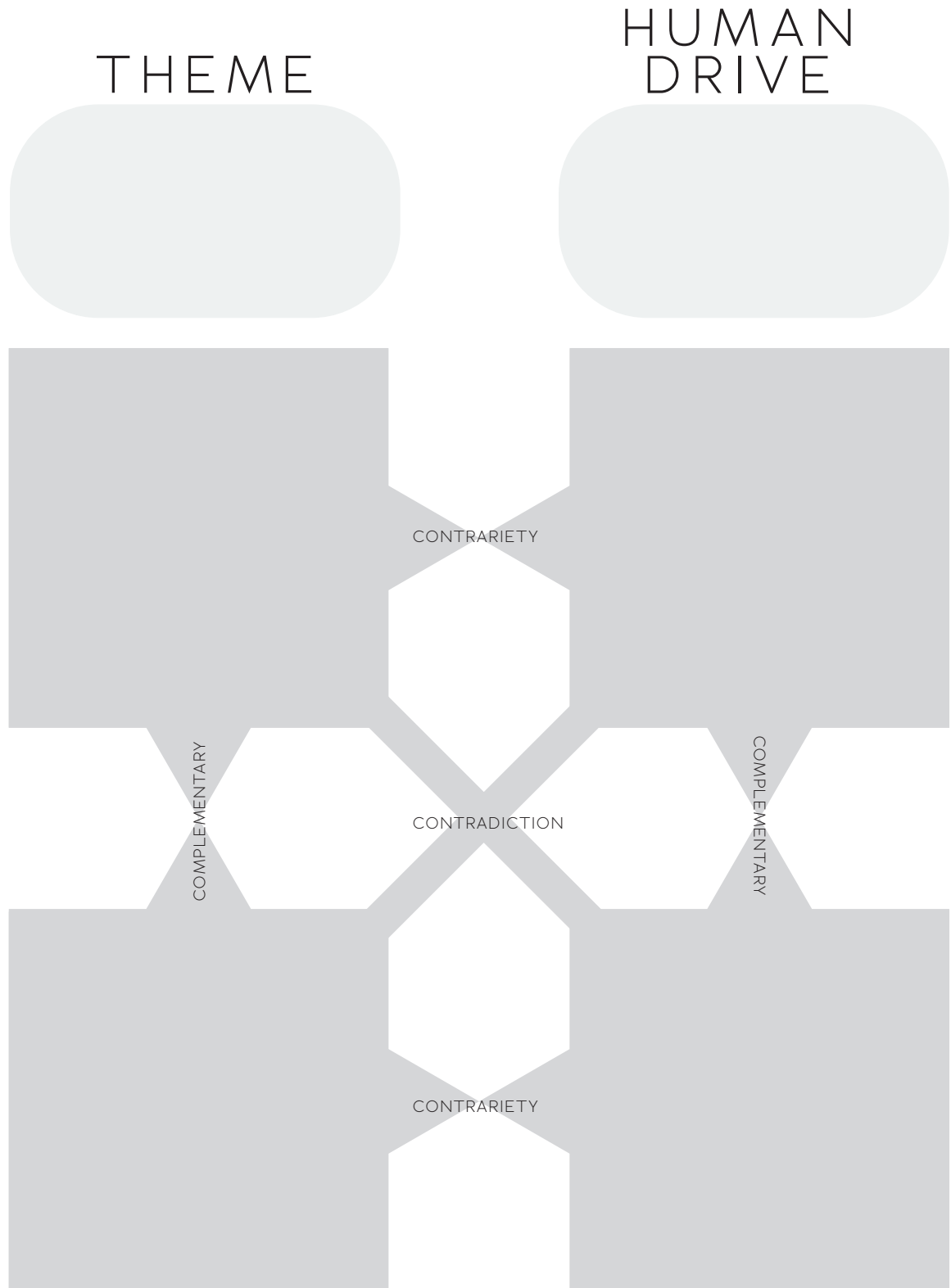
INNOVATION/IMITATION

EFFICENCY/INEFFICENCY

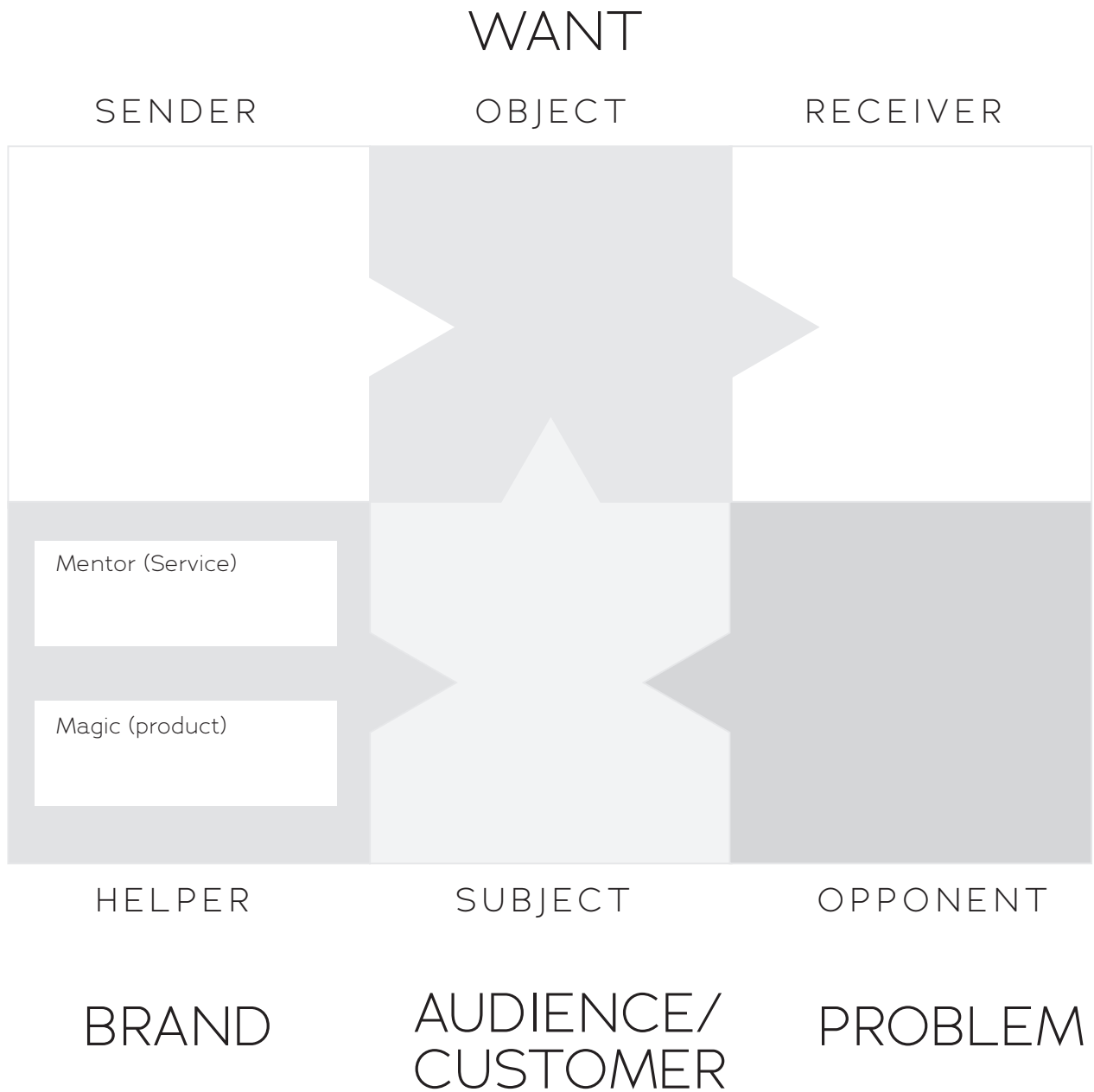
RISK/SAFETY

LEADER/FOLLOWER

# THEME / CORE VALUES MAP

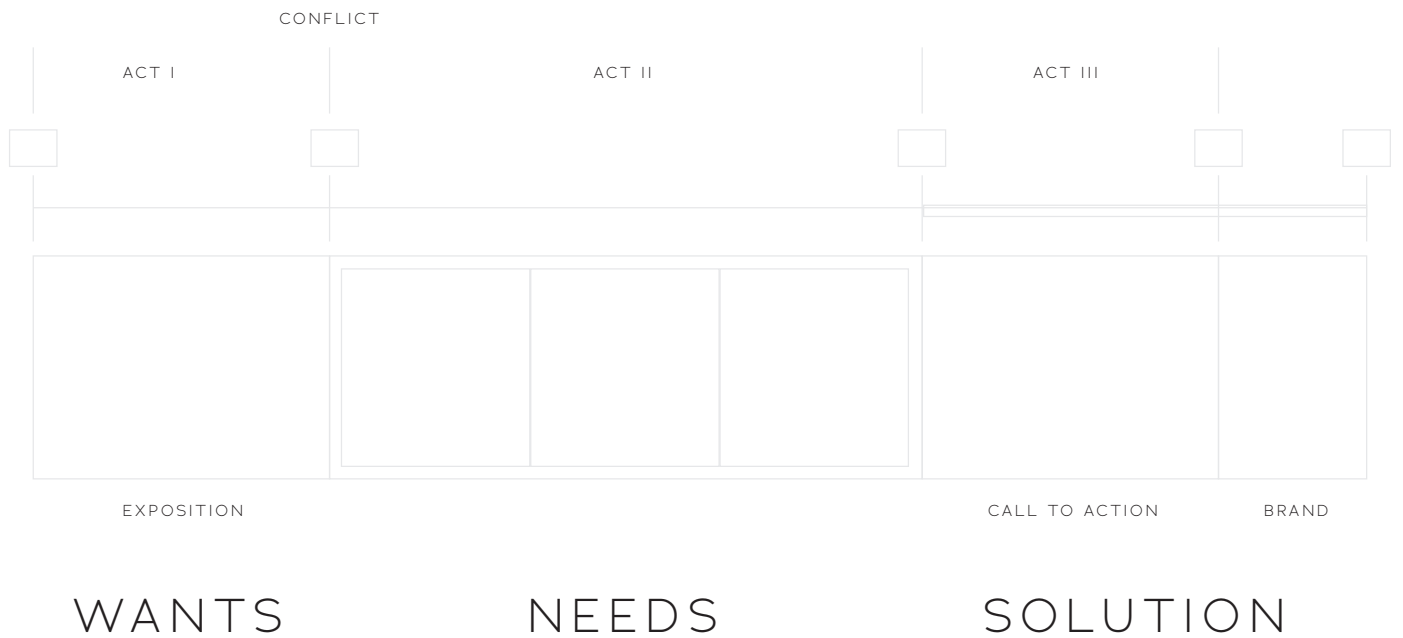


# ACTANTIAL MODEL





# STORY STRUCTURE FOR DIRECT RESPONSE



EXPOSITION

CALL TO ACTION

BRAND

WANTS

NEEDS

SOLUTION