



create your own customer-first strategy map

1. **who buys your products + services? /**
Customer Persona
2. **what problems do you solve for your customers? /**
Products + Services
3. **what is the process for the customer to purchase? /**
Buying Process
4. **how do customers compensate your organization? /**
Revenue Model
5. **why do customers select you? /**
Value Proposition
6. **what other solutions does the customer consider? /**
Competitive Landscape
7. **where does the customer learn about you? /**
Channel Strategy
8. **what is the customer's relationship after the initial sale? /**
Retention + Growth
9. **what does the customer hear you saying? /**
Content Strategy