

CERTIFIED  
CONTENT MARKETER WORKBOOK

*Using Empathy &  
Experience Maps*

to Develop a Killer  
Content Strategy

FOR YOURSELF & YOUR CLIENTS

# Empathy Map Worksheet

The empathy map starts by filling in this key question:

**Our customers (users/clients)  
need a better way to \_\_\_\_\_  
because \_\_\_\_\_.**

The “because” in that statement is crucial! Create your version in the spaces below:

**Our customers need a better way to:**

**because:**

## Getting started

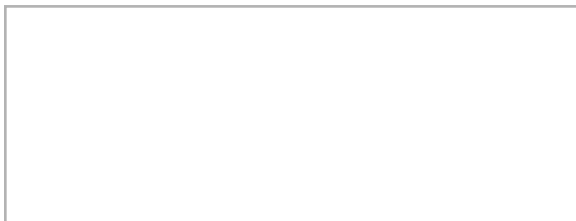
Before you begin gathering research, create a blank empathy map where you can start to collect notes. Make sure you include any wording the prospect uses to describe their problem or the solution they're looking for.

You can create your empathy map:

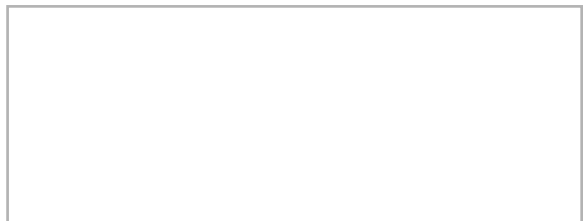
- On paper
- With collaborative tools like Google Docs
- With a flexible note-taking tool like Evernote
- Using mind-mapping software

The important thing is to capture your impressions in four quadrants:

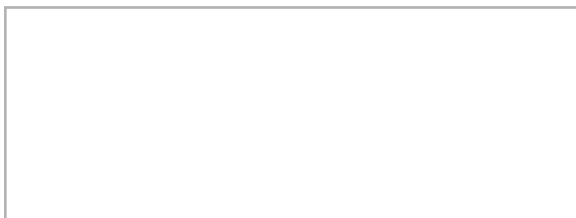
**Thinking**



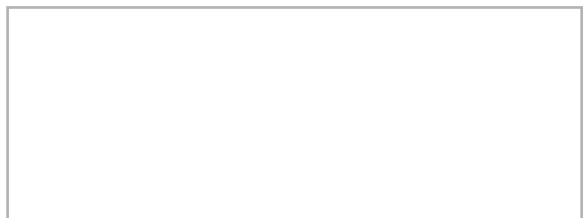
**Seeing**



**Doing**



**Feeling**



Any tool you use will need lots of room for notes and additions. (If you're creating the map on paper, sticky notes come in handy!) You'll probably want to expand well beyond the spaces created for you in this workbook — this PDF is just to get you started.

## Capture the world view

A valid Empathy Map begins with developing a keen sense of your prospect's (and customer's) world view.

You can begin to collect data on this world view with surveys, one-on-one interviews, diving into support emails or emails from prospects who have questions.

**Take some notes here about how you plan to collect the information you'll need for your empathy map:**

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## Sharpen your focus on the avatar

This exercise will be most useful once you've conducted your surveys or interviews.

Start by sketching out the basic demographics — age, gender, income, etc.

But be sure to also branch off into personality traits, quirks, habits, customs, beliefs, routines, etc.

You must develop a specific, distinctive image of an individual person that you speak to in your marketing. (You might well be creating more than one.)

Not every buying customer will precisely resemble your avatar. Your avatar may be a woman, but your customer base will also include men. However, you need to be able to visualize a specific individual person in order to develop empathy for that person.

Develop a specific, distinctive image of an individual person that you speak to in your marketing.

You'll want to take lots of notes throughout the process, but once you've completed your research on world view, it's time to flesh out a complete Empathy Map, using the four quadrants. You can use the worksheet that follows to get started, but you'll probably find that you want to expand into a tool that offers more room for notes and details.

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**Thinking**

**Seeing**

**Doing**

**Feeling**

## Experience Map

Once you have a well-rounded Empathy Map, it's time to craft the Experience Map. This describes, step by step, the journey that a prospect takes from stranger all the way through to loyal repeat and referring customer.

This tends to work best as a team exercise. Gather a representative from every group that has any contact with your prospective customer. (Sales, Support, Front Line Product Delivery, etc.)

You'll also want to bring in all the data you can find, and your Empathy Map notes.

Begin by collecting every observation the different teams may have about this avatar. Find out what the avatar is doing today, and what could be improved about her journey as she goes from being a stranger (unaware of your product or service) through becoming and remaining a happy client or customer.

An Experience Map shows the journey that a prospect takes from stranger all the way through to loyal repeat and referring customer.

A step-by-step outline follows — but don't hesitate to add steps if that makes sense for your business.

**How does the prospect find you? What's the first point of contact? Does she initiate it, or do you?**

**What does the sales process look like today? Anything you know should be fixed?**

**What kinds of web-findable content (blog, YouTube channel, podcast, etc.) are available to the prospect so she can begin to educate herself about your product or service? What questions are answered? How will that content be crafted to be both interesting and useful/relevant to the prospect's problems?**



**What motivates the prospect to raise her hand for permission-based content, like an opt-in email list? What makes taking that action irresistible for her?**

**What does the prospect need to know in order to make an informed decision to buy?**

**What does she need to believe and experience in order to be delighted to become a client or customer?**

**What does the actual purchasing experience look like? What are the steps?  
How could that process be made simpler and more enjoyable?**

**What happens immediately after the purchase is made?**

**How is the product or service delivered today? How could you make that  
experience more satisfying for this avatar?**

**What is the plan for staying in touch with this new customer? For ensuring that she's having an excellent experience with your product or service?**

**How does a delighted customer find out how to refer you to others? What are the steps of that experience?**

## High Five Content

Now you're ready to deliver the right kind of content, to the right person, at the right time, to keep them moving along their portion of the journey. We call this "high five" content, it and comes in three distinct flavors.

**EDUCATE:** What do they need to learn in order to keep going? What do you need to teach them to begin or continue to do business with you/ your client?

**MOTIVATE:** Sometimes the issue isn't whether they'll buy from you or continue to buy from you, it's whether they'll buy at all. What encouragement do they need?

**CHALLENGE:** In certain situations, your prospects and customers/ clients need to be challenged to "up their game" in order to buy from you or entertain an upsell offer. What kind of content will inspire them to achieve more, even more than they think they can?

**You'll be creating lots of "High Five" content throughout your content program, but if you have any preliminary thoughts on pieces you know you'll want to create, you can note them here:**