

The Customer-Core Worksheet

Map your customer in six dimensions — the first step out of blind marketing.

Most marketing misses because it's aimed at a customer the marketer has never really pictured. This worksheet walks you through the same six dimensions Amplo KVI uses to build a customer core. Fill one out for a single, specific customer — the one you'd most like more of. Use their **own words** wherever you can; that's where the marketing gold is.

1 Dream

What does this customer secretly want — the outcome behind the purchase? Not the product, the life it promises.

What does a win actually look like for them?

Where to look: 5-star reviews ("this finally let me..."), "how I..." posts, aspirational threads.

2 Pain

The day-to-day friction and frustration they live with right now — the thing they'd pay to make stop.

What's the recurring frustration in their own words?

Where to look: 1-3 star reviews, "why is it so hard to..." searches, vent threads on Reddit/Facebook groups.

3 Fear

The deeper worry that stops them — what they're afraid will happen if they choose wrong.

What are they quietly afraid of?

Where to look: "scared to..." / "worried that..." comments, questions asked before buying.

4 Barrier

The practical objection or blocker: price, time, skill, trust, past bad experience.

What's the very reasonable reason they haven't bought yet?

Where to look: "I would, but..." comments, competitor complaints, abandoned-cart reasons.

5 Trigger

The moment or event that makes this suddenly urgent — the timing that turns a browser into a buyer.

What happens right before someone starts looking?

Where to look: "we just..." / "after X happened..." stories, seasonal spikes, life events.

6 Alternative

What they do instead of buying from you — the gap between what exists and what they actually want.

What are they settling for today, and what's missing in it?

Where to look: "I tried X but..." reviews, comparison threads, "is there anything that..." questions.

Now score each one

Beside every dimension, give it three quick scores from 1–10: how **often** you hear it, how **strongly** they feel it, and how much **pull** it would have in a message. The highest-scoring lines are the ones your next ad, post, or landing page should be built around — in the customer's own words.

Doing this at scale

This is one customer, filled in by hand. **Amplo KVI** does the same thing across hundreds of real reviews, forum posts and comments at once — pulling the exact language, scoring it, and keeping it alive as an ongoing loop — then builds the whole value-first funnel (ad → landing page → value document → follow-up) around it. If filling in one of these was useful, that's the tool that does it for your whole market.

Want KVI to build your customer core for you? Join the Amplo KVI beta at vincere-nos.com — early access while we open it up.