

Customer Dreams Worksheet

Common selling wisdom is to sell benefits and not features. People care most about how their life will be better. The features are just proof that your product or service can deliver the benefits.

Carmine Gallo, the author of *Talk Like TED*, summarizes this as “Sell dreams, not products.”

In *The One Sentence Persuasion Course*, Blair Warren says, “People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions, and help them throw rocks at their enemies.”

Russell Brunson, in his book *Expert Secrets*, claims that the only thing that causes people to do something is status. He boils it down to one question that customers ask when presented with an opportunity, “Is this thing I’m considering going to increase my status or decrease it?” He states that the status people seek is how they perceive themselves.

In an *Inc.* article titled “The Hidden Reasons Why Customers Buy Your Products,” Katlin Smith states, “People make purchases that fit who they are or who they aspire to be (or both). Who are your customers? Who do they want to be? Determine this. Keep it in mind at all times.”

These experts all point to the same concept: The ultimate reason a person buys your product or service is to achieve their dreams. As Katlin Smith says, our job is to figure out what customer aspirations we fulfill.

In this worksheet, you’ll identify the dreams of your customers and how you fulfill them. You can then clearly communicate the value you provide to customers.

In Section 1, you will think through the connection between your product/service and your customers’ dreams in two directions:

- (1) Top-Down: Starting from customer dreams and then moving to your product/service
- (2) Bottom-Up: Starting from your product service and then arriving at your customers’ dreams.

You can do both top-down and bottom-up or just the one method that helps you think through this.

In Section 2, you’ll summarize your thoughts into how you fulfill three dreams of your customers.

Section 1: Gathering Thoughts

Top-Down

What are the dreams and aspirations of your customers?

Who do your customers admire and respect?

How does your product fulfill your customers' dreams or make them more like people they admire?

Bottom-Up

List what your main product/service does and the ultimate customer dream or aspiration it fulfills.

Product/Service	Dream or Aspiration it Fulfills

Section 2: Clarifying Your Value

Now identify the top three customer dreams you fulfill. Next to each, identify your specific product/services that fulfill those dreams. Finally, list the benefits of those products that allow the customers' dreams to be fulfilled. Do not list descriptions of the product; focus on benefits.

Dream/Aspiration	Product/Service	Benefits