



Customer Connection Framework

Build Stronger Relationships, Not Just Sales

Step One: Listen More Than You Talk

Prompt 1: Write down three open-ended questions you can ask your customers:

1. _____
2. _____
3. _____

Prompt 2: What words or phrases do you often hear customers use when they talk about their challenges?

Step Two: Connect Your Solution to Their Life

Prompt 1: Pick one feature of your product or service:

Prompt 2: Now translate it into the impact it creates in your customer's everyday life:

(Example: Feature = "Weekly lawn care" » Impact = "More time with family on weekends.")



Step Three: Keep the Relationship Alive

Prompt 1: List two ways you can follow up with customers after a sale:

1. _____

2. _____

Prompt 2: When and how will you follow up?

Bonus: Tie It to Your Messaging

Who is your ideal audience for this framework?

Which of your content pillars align with these steps?

Next Step

This worksheet gives you a simple framework for building stronger customer connections.

If you want to go deeper in clarifying your audience and creating content pillars that connect, check out my [Back to Basics course](#).

And if you'd like ongoing guidance and support from a community of small business owners, join the [Small Biz Marketing Collective](#).