

# create your own customer-first strategy map

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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*