

# OWN YOUR MILE

ATTITUDES, VALUES & INTENT AUDIT



IDENTIFYING YOUR YOUR IDEAL PROFITABLE  
AUDIENCE AND SERVING THE TOTAL NEED OF  
YOUR CUSTOMERS

## HASSIBA BRAGGS

- [ownyourmile.com](http://ownyourmile.com) -



# ATTITUDES, VALUES & INTENT AUDIT

As the Chief Mile Owner, you will help your customers become the best versions of themselves by helping to identify and fill those gaps in the **TOTAL NEED** then provide solutions. The **Attitudes, Values & Intent Audit (AVI)** is a document that helps you stay connected to your core customer. By completing the AVI and reviewing consistently, it will help you win in three key areas:

- 1) Identifying the **TOTAL NEED** of your customers and why your product/service is an appropriate solution to their pain points and beliefs
- 2) Define the **IDEAL PROFITABLE AUDIENCE** that you will be serving
- 3) Creating an objective assessment of what your customer should expect from you...the change they will expect to see

As the Chief Mile Owner, you will help your customers become the best versions of themselves by helping to identify and fill those gaps in the Total Need, then provide solutions. The Total Need, is one of the dozens of feelings that live under one of three core desires (Physical, Passion or Profit).

## HOW DOES MY PRODUCT/SERVICE FILL THE TOTAL NEED?

### PHYSICAL

- Food
- Clothing Or Shelter
- Help Lose Weight
- Relieve Pain
- Give Better Skin
- Clearer Eyesight
- Disease Prevention
- Transportation
- Security
- Rest & Relaxation

### PASSIONS

- Sense of Meaning or Purpose
- Prestige
- Feeling of Accomplishment
- Intimate Relationships
- Networking
- Education

### PROFIT

- Financial Security
- Travel
- Lifetime Pursuits

### Value Perception:

1. What is the general problem that my problem is solving (**Convenience, Price, Location, Additional Benefits**)?
2. My product/service is for people who want or believe \_\_\_\_\_ for themselves.

### Customer Experience:

1. I will focus on people that want \_\_\_\_\_ from my product/service much better than my competition.
2. My promise is that using my solution will help my customers achieve \_\_\_\_\_ better than my competition would.

**THINK GLOBAL. ACT LOCAL.**