

## WHO IS OUR IDEAL CLIENT?

HOW DO WE REFER TO THEM?

Luke Skywalker

WHAT DO THEY REALLY WANT?

Luke wants join the fight against the Galactic Empire who are threatening to destroy or enslave the Rebel Alliance.

## WHAT ARE THEIR STRUGGLES?

WHAT IS THEIR GREATEST PAIN OR CHALLENGE IN THEIR JOB OR INDUSTRY?

Darth Vader, and the Galactic Empire

WHAT EXTERNAL PAINS/PROBLEMS PREVENT THEM FROM GETTING WHAT THEY WANT?

The Galactic Empire is growing and increasing its grip and threatening to destroy the Rebel Alliance.

WHAT INTERNAL FEARS/INSECURITIES PREVENT THEM FROM GETTING WHAT THEY WANT?

Luke feels obligated to stay with his family, he also is insecure about his abilities

WHAT LARGER ISSUES ARE AT HAND? WHAT IS WRONG WITH THEIR INDUSTRY? WHAT IS UNFAIR?

We cannot let good triumph over

## WHAT IS OUR ROLE?

WHAT IS OUR BRAND PERSONALITY?

(Based on Obi-Wan)  
Sage/Teacher

WHAT CAN WE SAY THAT SHOWS THAT WE UNDERSTAND WHAT THEY ARE GOING THROUGH?

Obi-Wan understands what Luke is feeling

WHAT AUTHORITY OR CREDIBILITY DO WE HAVE TO BE ABLE TO HELP THEM?

Obi-Wan was a general in the clone wars with Luke's father, who was also a Jedi Knight and Obi-Wan's pupil. Obi-Wan has a proven track record as a Jedi Master

## HOW CAN THEY TAKE TO GET WHAT THEY WANT?

WHAT ARE THE 3-5 STEPS THEY NEED TO TAKE TO START WORKING WITH US?

Luke must undergo training, as his father did, in how to use the force to become a Jedi Master

IF THEY ARE WILLING TO TAKE THESE STEPS, WHAT CAN WE OFFER OR PROMISE TO REDUCE THEIR RISK AND MAKE IT EASIER FOR THEM TO SAY YES?

If Luke trusts his feelings and learns to harness the powers of the force he can overcome Darth Vader and the Empire

## WHAT IS OUR CALL TO ACTION?

WHAT IS THE FIRST ACTION THEY WILL TAKE TO GET WHAT THEY WANT?

Go and lead the fight against the Empire

IF THEY ARE NOT YET READY TO TAKE ACTION, WHAT CAN THEY DO IN THE INTERIM TO LEARN MORE OR GET PREPARED?

Help Obi-Wan deliver the plans for the Death Star to the planet Alderaan

## SUCCESS

WHAT DOES THEIR SITUATION LOOK LIKE WHEN THEY TAKE ACTION WITH US?

Luke leads the Rebel Alliance in destroying the Death Star

WHAT DO THEY ACHIEVE OR GET?

Defeat of the Empire

WHAT IS THE ULTIMATE BENEFIT

Triumph over evil, peace in the Galaxy.

## FAILURE

WHAT DOES THEIR SITUATION LOOK LIKE IF THEY DO NOT TAKE ACTION WITH US?

The Death Star can destroy any planet that does not bend to the will of the Empire

WHAT DO THEY LOSE?

The Empire will win and maintain control of the Galaxy

WHAT IS THE ULTIMATE RISK?

Loss of hope, despair, a Galaxy under oppression



## HOW CAN THEY EXPECT TO CHANGE?

FROM (THEIR CURRENT SITUATION)

Scared, insecure  
Frustrated moisture farmer  
T16 Pilot  
Poor kid on a desolate planet  
Isolated, lonely, friends have left

TO (THEIR DESIRED SITUATION)

Confident, mature  
Accomplished Jedi Knight  
X-Wing Fighter Pilot  
Celebrated hero of the Galaxy  
New and reunited friends, part of a cause