

NOTE: This example contains answers you might get by interviewing customers about stress relief to design a stress management offer.

Results/Gains

What measurable results will you help them achieve? What will they gain?

Learn techniques that will help them better manage their stress

So that they can...

Experience the effects of stress less frequently and with less amplitude

So that they can...

Enjoy greater peace and well-being in their life.

Pursue and achieve projects and goals without worrying about the stress taking over their life.

Feel more in control of their life and how they react to things

Transformation

How will they be or feel different? What changes will this make in their life? What will they believe or see differently about themselves and the world?

- They will be a more resilient and confident person.
- Those around them will notice the difference in their energy and well-being.
- They will be easier to relate and work with
- They will have more energy and mental space for the things that are most important in their life.
- They will enjoy more ease and confidence in their life.

- They will be willing to take on more challenging projects and aspirations.
- They might go from hating their job to enjoying it again.

Relief

What are the mental, emotional, and physical symptoms (pains) that they hope to remove?

- Enjoy a greater sense of ease and well-being.
- Feel a greater sense of control in their life
- Increased self-compassion

Capabilities/Opportunities

Once you help your customer, what will they be able to do that they couldn't do before? What choices or options will open up for them?

- They have more options in how they react.
- Get more done because stress won't derail them.

Needs

We all share fundamental human needs that drive our behaviors and decisions. We also each prioritize some needs over others in specific circumstances or areas of our lives. It's important to know which needs are most important to your intended audience.

Moreso, it's vital to know which human needs you will help them fulfill so you can speak to those needs in your brand and messaging. This roots your business, marketing, and sales in empathy and creates a strong resonant bond with those you want to reach and serve.

Which 3-5 of the following fundamental human needs are most important to your ideal student that you will help them fulfill?

1. Achievement
2. Admiration
3. Authenticity
4. Beauty
5. Belonging
6. Challenge
7. Clarity
8. Compassion
- 9. Competence**
10. Connection
11. Contribution
12. Creativity
13. Discovery
- 14. Ease**
15. Empathy
16. Equality
17. **Freedom/**
Autonomy
18. Intimacy
19. Mastery
20. Novelty
21. Order
- 22. Peace**
23. Play
24. Power
25. Productivity
26. Purpose
27. Recognition
28. Respect
29. Security
30. Self-Expression
31. Stability
32. Transparency
33. Trust
34. Spontaneity

SOURCE: [Center for Non-Violent Communication](#)