

# EMPATHY MAPS & CONTENT DEVELOPMENT

TERRY RICE

COACHING & CONSULTING

# | QUICK AGENDA

- What the heck is an Empathy Map
- How you can leverage them to create engaging content & increase credibility
- How to build your own Empathy Map



TERRY RICE



CONTENT  
MARKETING





Content marketing is the only  
marketing left

— *Seth Godin* —

A young man with dark hair, wearing a white baseball cap with a logo and a black t-shirt with 'RVCA' and 'THE BALANCE OF POSITIVES' printed on it, stands in front of a stone wall and a house with horizontal siding. The image is in grayscale with a dark overlay.

**People Don't Care How  
Much You Know, Until They  
Know How Much You Care**

# | CONTENT MARKETING

Content marketing is focused on creating **valuable** and **relevant**, content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.



# | EMPATHY MAP

A tool used to gain a deeper insight into your target audience.

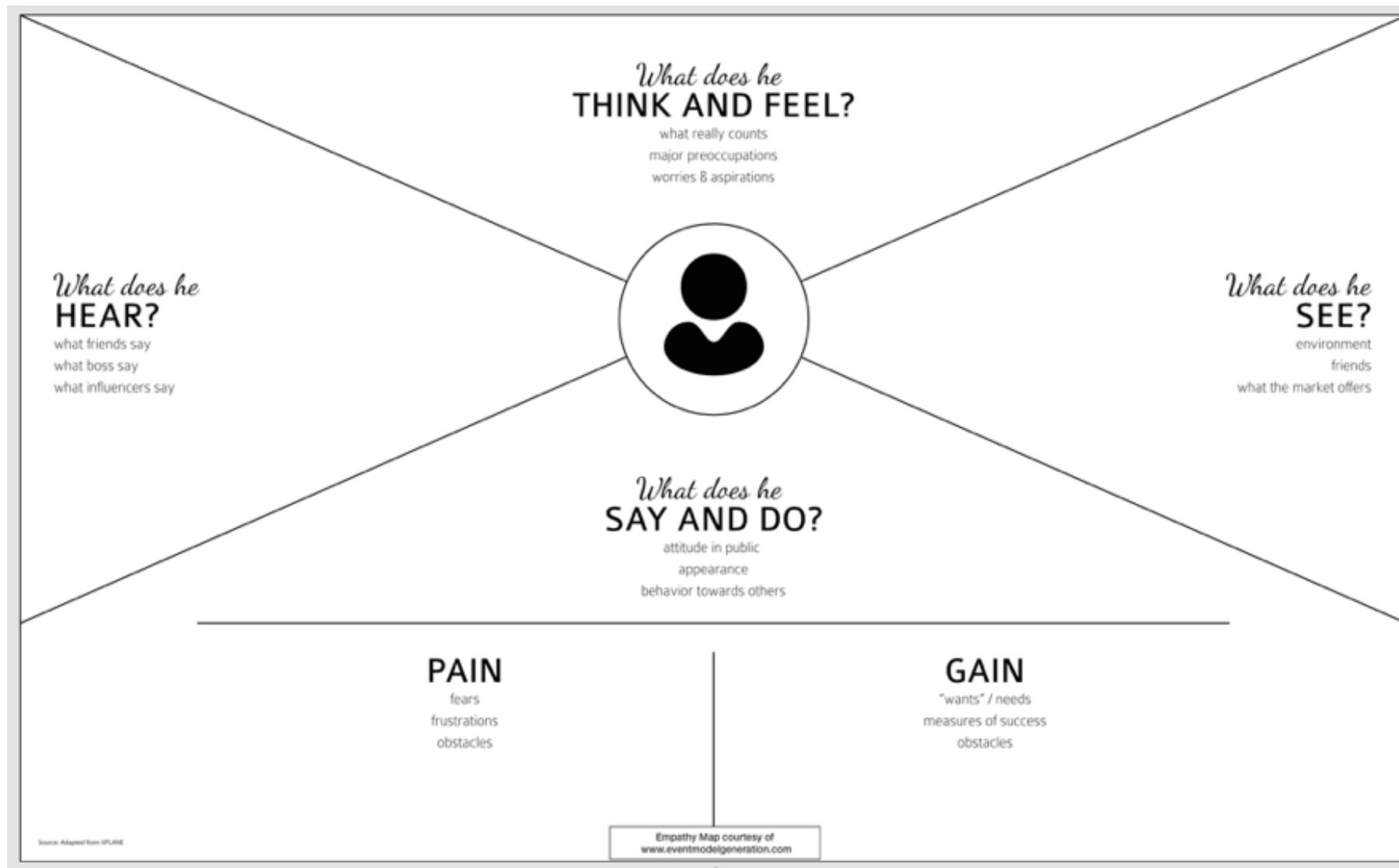
Much like a buyer persona, an empathy map can represent customer segments.

A deep understanding of your audience empowers you to create valuable and relevant content.

# | BUYER PERSONA

	PERSONA NAME: <b>1</b> <i>Sample Sally</i>	SECTION 1: WHO?
<b>BACKGROUND</b> <i>Job? Career path? Family?</i>	<b>2</b>	<ul style="list-style-type: none"><li>• Head of Human Resources</li><li>• Worked at the same company for 10 years; worked her way up from HR Associate</li><li>• Married with 2 children (10 and 8)</li></ul>
<b>DEMOGRAPHICS</b> <i>Male or female? Age? Income? Location?</i>	<b>3</b>	<ul style="list-style-type: none"><li>• Skews female</li><li>• Age 30-45</li><li>• Dual HH Income: \$140,000</li><li>• Suburban</li></ul>
<b>IDENTIFIERS</b> <i>Demeanor? Communication preferences?</i>	<b>4</b>	<ul style="list-style-type: none"><li>• Calm demeanor</li><li>• Probably has an assistant screening calls</li><li>• Asks to receive collateral mailed/printed</li></ul>

# | EMPATHY MAP



# | EMPATHY MAP FOR MY AUDIENCE

I provide Business Coaching for:

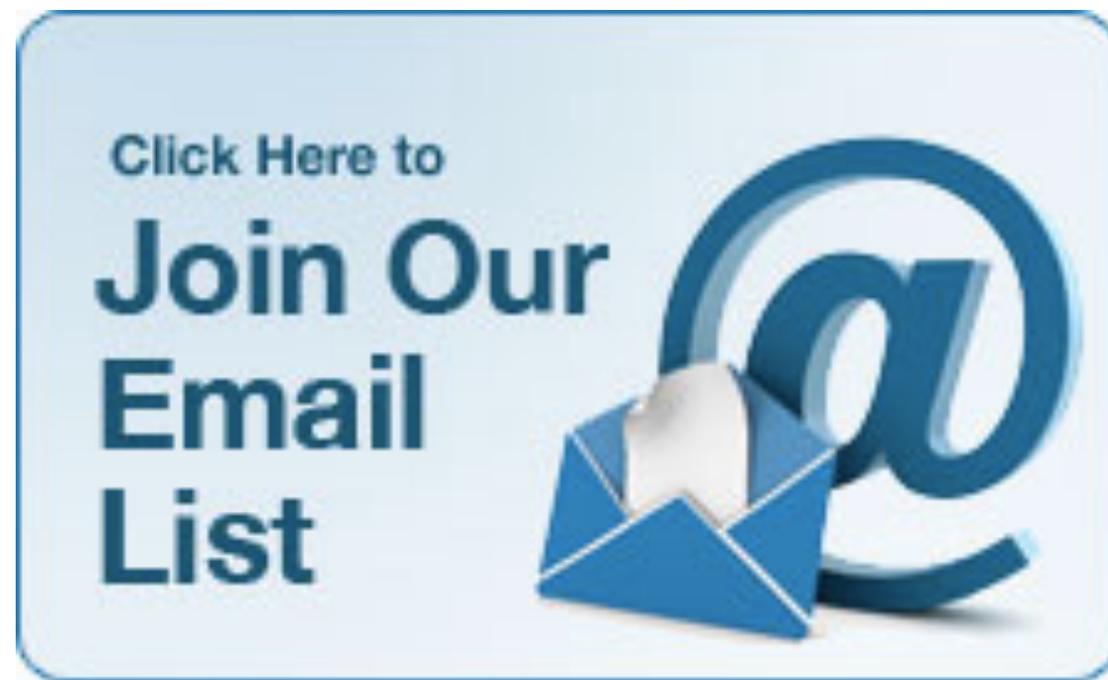
- Freelancers
- Consultants
- Entrepreneurs
- Independent Business Owners



# | EMPATHY MAP FOR A FREELANCER

<b>Hear</b> <ul style="list-style-type: none"><li>• Your rates are too high</li><li>• Can you get it done by tomorrow?</li><li>• You need to take a vacation</li><li>• Influencers: Tim Ferris, Ryan Holiday</li></ul>	<b>Think &amp; Feel</b> <ul style="list-style-type: none"><li>• I can't go back to wearing a suit</li><li>• I hope this proposal gets approved</li><li>• I can't keep trading time for money</li><li>• I have control of my own destiny</li></ul>
<b>Say &amp; Do</b> <ul style="list-style-type: none"><li>• Pitch potential clients</li><li>• Your network is your net worth</li><li>• Attend Meetups</li><li>• Post on LinkedIn</li></ul>	<b>See</b> <ul style="list-style-type: none"><li>• Peers from college getting promoted</li><li>• Business people sitting at a lunch table</li><li>• Opportunity in every experience</li><li>• A new coworking space being built around the corner</li></ul>

**| JOIN OUR LIST TO GET . . . STUFF**



# | CONTENT FOR A FREELANCER

You take pride in your work, but aren't willing to sacrifice time from your family like you did at your previous job. You get up early every morning and hop on LinkedIn looking for prospects. While you're searching for your next project, you're seeing posts from college friends who keep getting promoted. You can't go back to wearing a suit everyday, but the grind is getting to you.

Are you getting sick of taking on clients who haggle about your rate, but still want everything done yesterday? Attend my workshop to learn how you can create opt-in content that will attract the clients who value you as a business partner, not just a freelancer.

# What To Do Tonight In New York City

Idk tonight curates fun, unique experiences for couples.

## Choose A Plan For Tonight



# | EMPATHY MAP FOR COUPLES

<b>Hear</b> <ul style="list-style-type: none"><li>• We need to get out more</li><li>• Do you want to do something Friday nights?</li><li>• Can you work late Friday night?</li><li>• Read: The 5 Love Languages</li></ul>	<b>Think &amp; Feel</b> <ul style="list-style-type: none"><li>• Sometimes it feels like we're roommates, not partners</li><li>• When are we going to buy a house?</li><li>• I'm glad I have someone who understands me</li><li>• I forgot our anniversary, again</li></ul>
<b>Say &amp; Do</b> <ul style="list-style-type: none"><li>• Wanna order Seamless?</li><li>• This isn't just a job, I'm building my career</li><li>• CrossFit or Yoga, depending on the mood</li><li>• Read about upcoming concerts in Brooklyn</li></ul>	<b>See</b> <ul style="list-style-type: none"><li>• Every couple on Instagram looks so happy</li><li>• Some of their friends are getting divorced</li><li>• A new restaurant opened in Brooklyn</li><li>• The perfect outfit for their partner</li></ul>

# | CONTENT FOR COUPLES

Remember when going on a date Tuesday night didn't seem like a recipe for a horrible Wednesday?

You know every relationship takes work, but it's easy to let your career and other commitments get in the way of spending time with your partner.

You're busy enough as it is, that's why we're here to take the guesswork out of what you should do when you finally have time to go out.

IDK Tonight is a couples guide to date nights along with real reviews by real couples.

Focus on enjoying time together, not playing another round of "I don't know, what do you want to do?".

# | CONTENT FOR COUPLES



ldk

June 16 at 2:45 PM · 🌐



Don't play another round of "I don't know, what do you want to do?"  
Let IDK Tonight curate the perfect date for you and your partner.



IDKTONIGHT.COM

**Maysville x Candle Making at reWax & unWine**

See how Maysville puts the "charm" in southern charm, then get your drin...



Like



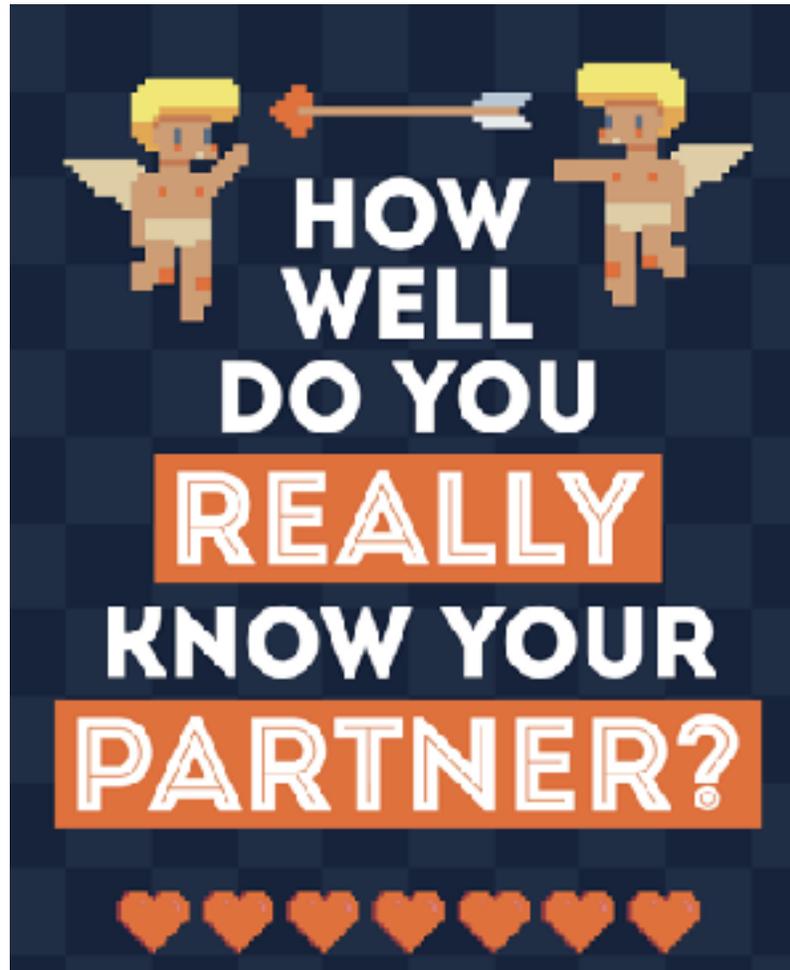
Comment



Share



# | CONTENT FOR COUPLES

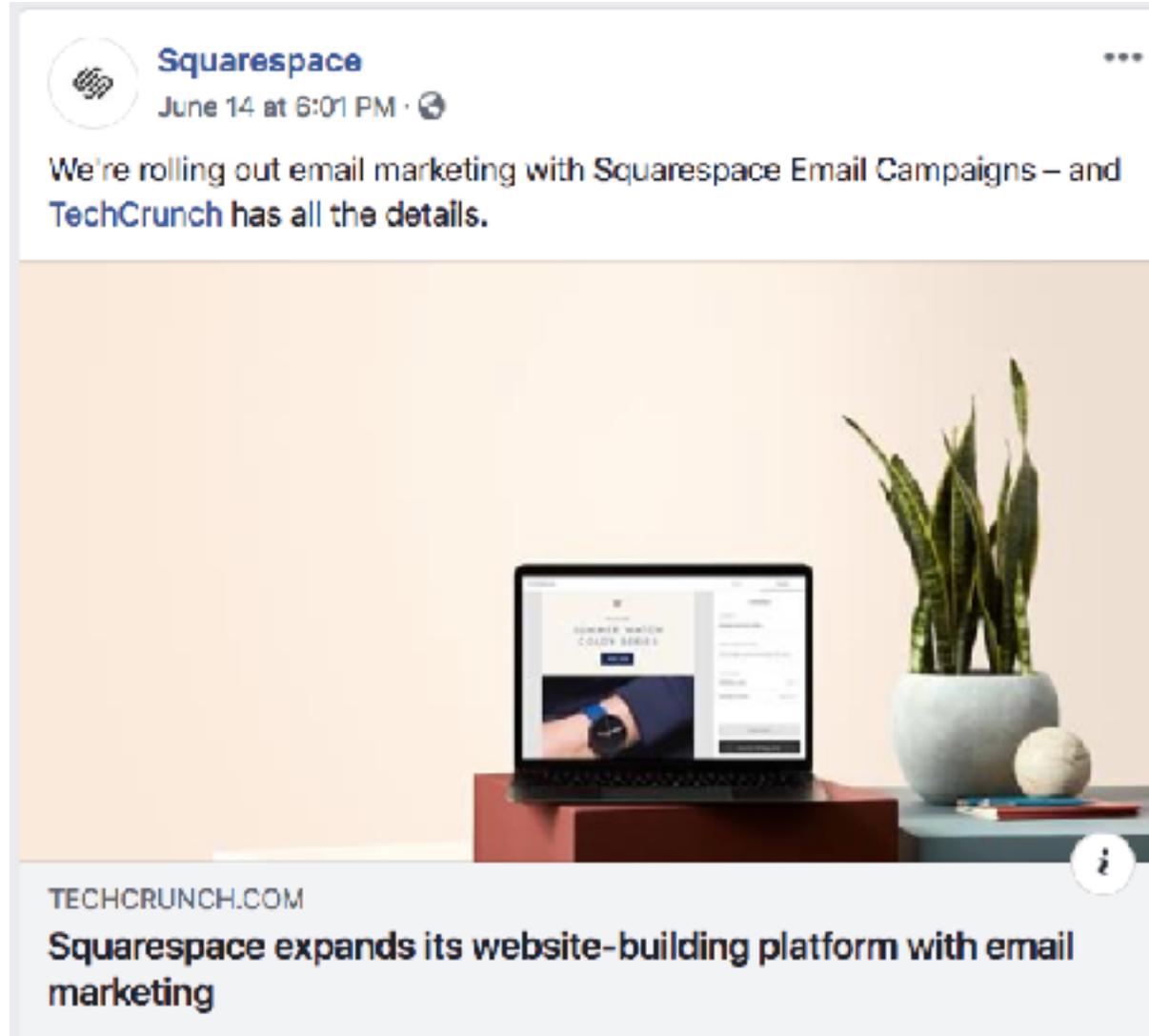


# | BUILDING THE EMPATHY MAP

Research:

- Surveys or Focus Groups
- Sales or Customer Support Team
- Document what you're hearing directly from customers & prospects
- Social Listening
- **In-person events**

# | BUILDING THE EMPATHY MAP



# | BUILDING THE EMPATHY MAP



**Deedi**

Can you create automated and drip campaigns?

Like · Reply · 1w

**Hear:** Work smarter, not harder

**Think & Feel:** I can't keep trading time for money

**Say & Do:** Automate as much as possible

**See:** Tons of new apps that help with process improvement

# | BUILDING THE EMPATHY MAP

The screenshot shows the Reddit interface for a search in the r/Entrepreneur community. At the top, the navigation bar includes the Reddit logo, the community name 'r/Entrepreneur', a search bar with 'website' entered, and buttons for 'LOG IN' and 'SIGN UP'. Below the navigation bar, a blue header indicates the search results for 'website' in r/Entrepreneur. The main content area is divided into two columns. The left column lists search results, each with a score, a title, the author, the time posted, and the number of comments. The right column contains community details for r/Entrepreneur, including the number of subscribers (421k) and online users (996), a description of the community, and buttons for 'SUBSCRIBE' and 'CREATE POST'. Below the community details is an advertisement placeholder.

Search results for "website" in r/Entrepreneur

SORT BY COMMENTS POSTS FROM PAST WEEK SHOW NSFW ALL REDDIT RESULTS

Score	Title	Author	Time	Comments
640	If you're not using automation you're wasting your time and money	u/wiredrone	2 days ago	232
559	Startup Help: Some Useful Websites	u/mikayosugano	7 days ago	69
57	Critique my website	u/painfork	7 days ago	46
11	Advice, am I being an entitled millennial?	u/InsertRandomLInHere	18 hours ago	38
21	\$20K/mo selling fabric.	u/youngnichtasteless	3 days ago	27

COMMUNITY DETAILS

r/Entrepreneur

421k Subscribers 996 Online

A community of individuals who seek to solve problems, network professionally, collaborate on projects and make the world a better place. Be professional, humble, and open to new ideas.

SUBSCRIBE

CREATE POST

ADVERTISEMENT

# | BUILDING THE EMPATHY MAP

Listening with intent helps you better understand your audience's needs and pain points.

# | EMPATHY CAN HELP YOU IMPROVE YOUR OFFERING



**Deedi Brown** Can you create automated and drip campaigns?

Like · Reply · 1w



**Squarespace**  Campaigns are not automated at this time, though we're happy to submit this as a feature request for future consideration. For more on Email Campaigns, check out our guide here:  
<http://sqsp.link/rUQAuw>

# | BUILDING THE EMPATHY MAP

Iterate and Improve:

- Validate your map through testing and customer surveys
- Revise based on new data or customer insights
- Update as markets and industries change

# | DEVELOP A CUSTOMER CENTRIC APPROACH

Content Marketing is an unselfish form of Marketing.

Focus on providing value, not getting a sale.

Empathy is the key to understanding what your audiences values.

# | WHAT'S NEXT?

Purchase my full Empathy Mapping & Content Marketing Course

Contact me for 1:1 Business Coaching or Digital Marketing Consulting



# | ADDITIONAL RESOURCES

[Empathy Maps: A Complete Guide to Crawling Inside Your Customer's Head](#)

[How to Create An Empathy Map](#)

[Empathy Maps: The Key to Getting to Know Your Audience](#)