

The Customer Clarity One-Page Worksheet

Clarify who you serve, what they really want, and why they should choose you.

Most businesses do not have a content problem. They have a customer clarity problem. Use this worksheet to sharpen your message before you fix your website, content, or AI prompts.

How to use: Write in plain English

Tip: Use your customer's words, not brochure language

1. Who is your best-fit customer?

My best-fit customer is _____

They are usually _____

They come to me when _____

2. What problem are they trying to solve now?

The main problem is _____

This is costing them _____

Urgency happens when _____

3. What do they really want?

They want to achieve _____

They want to avoid _____

Success looks like _____

4. What makes them hesitate?

Their top hesitation is _____

They may worry that _____

They delay if _____

5. What proof do they need?

They need proof that _____

Strongest evidence is _____

What reduces risk is _____

6. Why should they choose you?

Customers choose us because _____

Our approach is different because _____

The result we help create is _____

7. Your one-line customer clarity message

We help [who] solve [problem] so they can [result], through [your difference].

Quick reflection

- Can the right customer recognise themselves quickly?
- Does the offer sound useful, specific, and relevant?
- Have you made it easy to understand why you?

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Remember The clearer the customer, the easier your content, positioning, offer design, and AI prompts become.



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