Customer Language Collector

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A guide to collecting and organizing the words customers use about their needs.

What this guide covers

- Gather language from customer conversations and other sources.
- Sort observations into a searchable language bank.
- Use recurring language to inform content and messages.

Who this is for

For marketers and creators conducting audience research.

Putting the ideas to use

Build a small collection of customer phrases around one topic.

Book details

Format: Guide. Pages: 24. Words: 2796.

Download availability: After payment, download the complete ZIP package or the included PDF separately.