



CHECK IN

Wins, Excitement, Insights, Lessons?

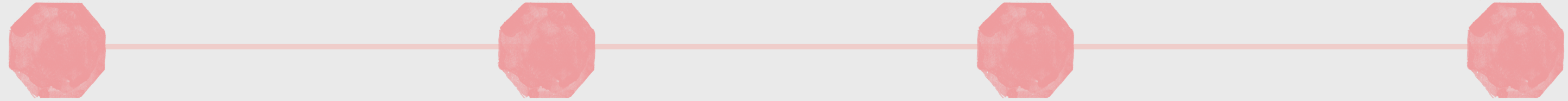


CUSTOMER JOURNEY MAPPING



WHAT IS IT?

Most Basic CUSTOMER JOURNEY MAP



Awareness

How do they find out about you?
What do they know about their own situation?

Consideration

How do they move beyond knowing you exist?

Purchase

What converts them from a prospect to a customer?

Deliver

What happens after the sale and beyond?



**Let Your Brilliance
SHINE at every stage!**

A large, expressive red brushstroke graphic that starts from the top left and curves across the top of the page, ending on the right side. The stroke is thick and textured, with some white highlights and a slightly irregular, hand-painted appearance.

TWO PARTS OF THE JOURNEY

WHERE THEY'RE HEADED


The actual path and
destination

WHAT IT'S LIKE ALONG THE WAY

The experience of getting to
there



**AWARENESS
OF YOU**



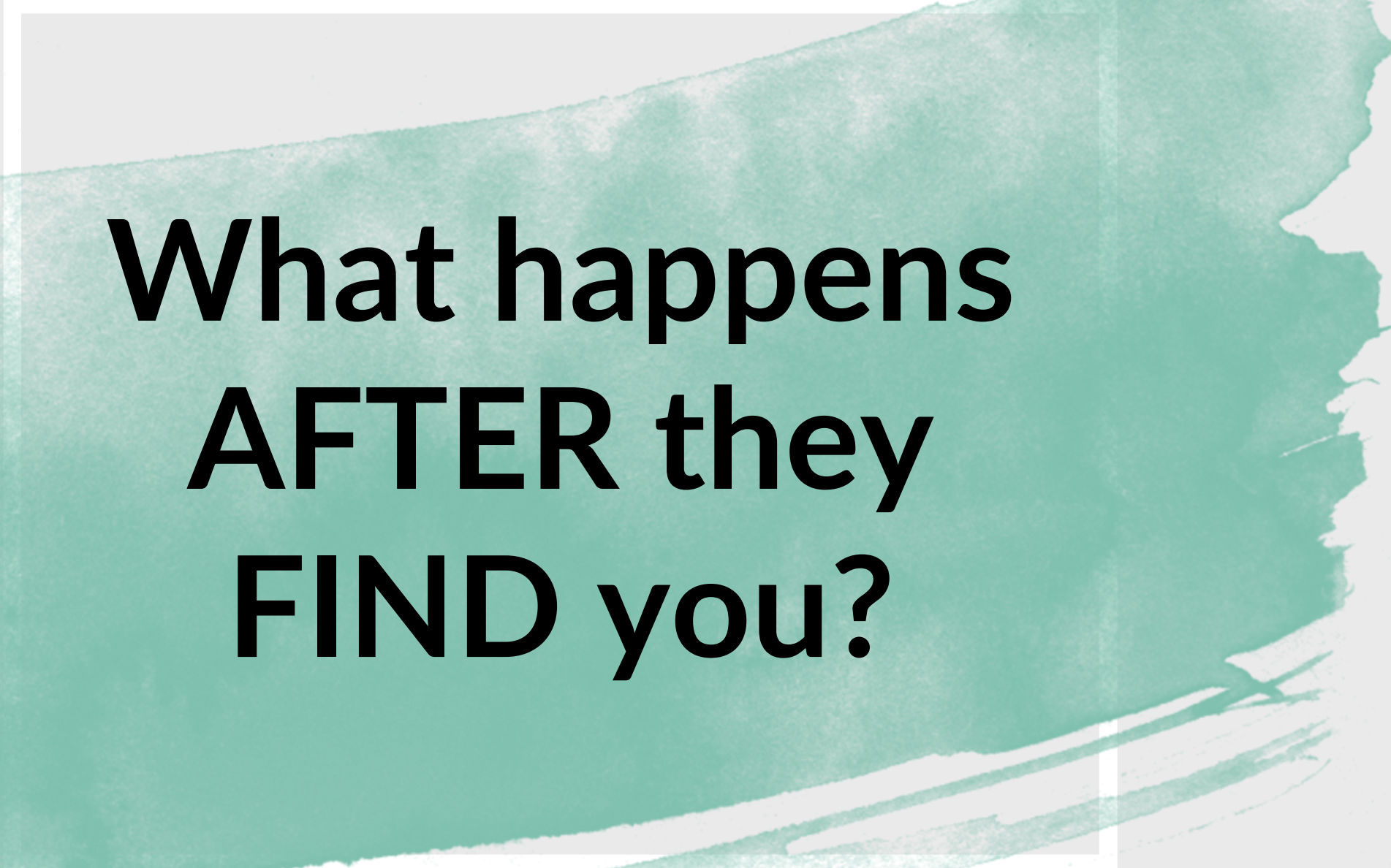
**How do they
find out you
exist?**

ACTION:

List out all the ways that
someone becomes aware
of you



CONSIDERATION



**What happens
AFTER they
FIND you?**

ACTION:

What is the journey in the
consideration stage?



CONVERT

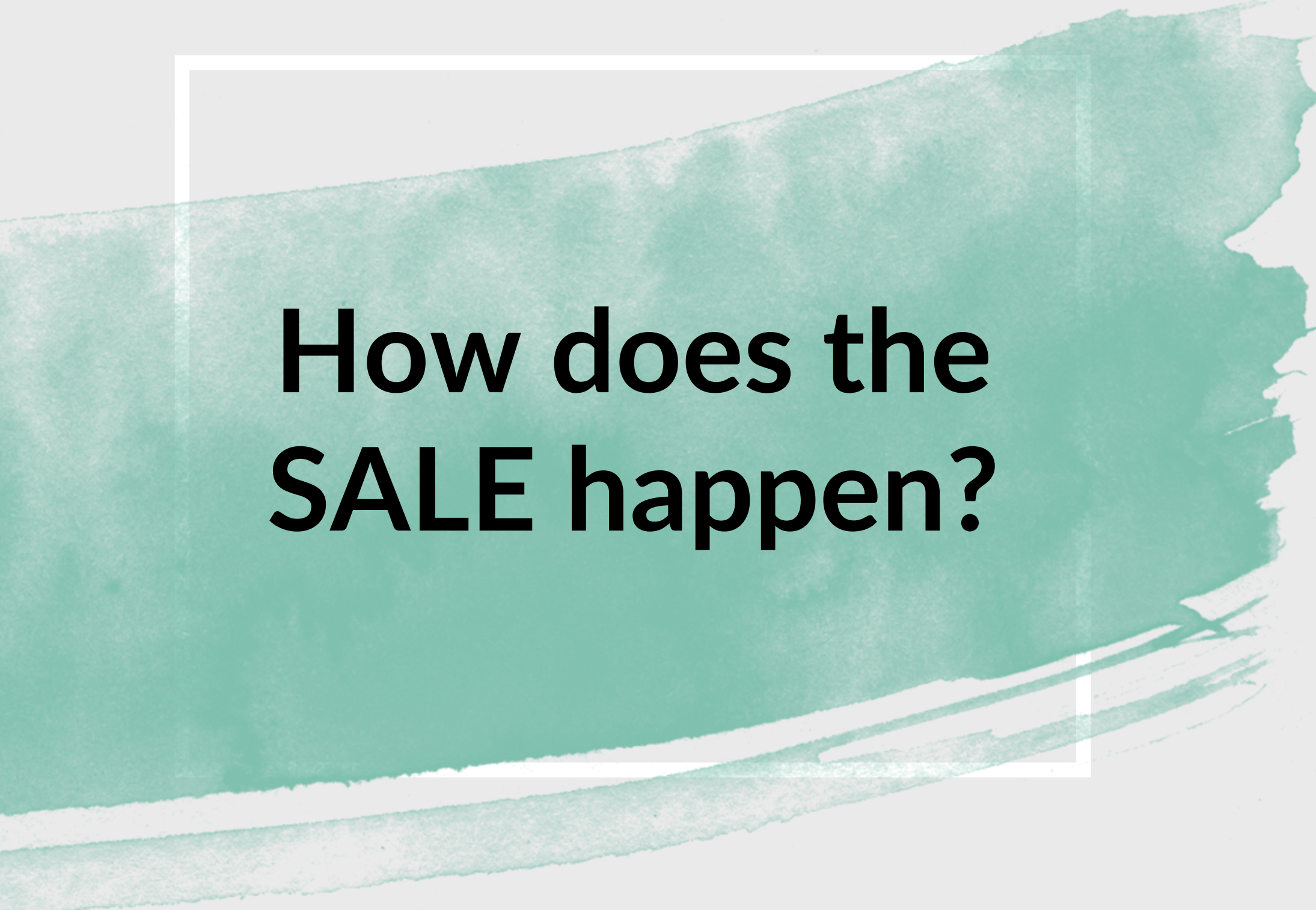
**How do they
move from "free"
consumer to
"paid" consumer?**

ACTION:

What steps move them
towards a decision?



PURCHASE



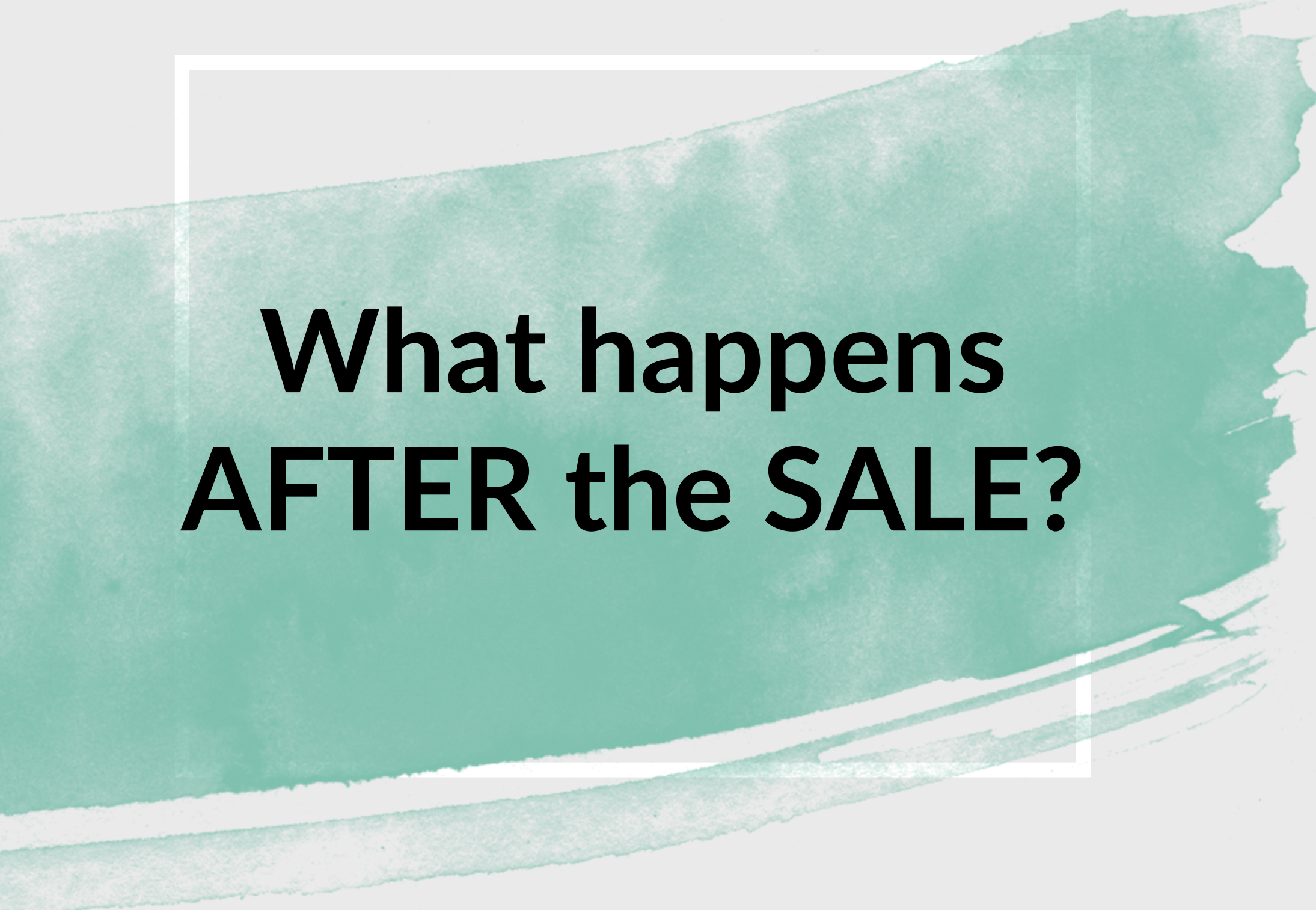
**How does the
SALE happen?**

ACTION:

Write out each step of the
Purchase Process



SERVICE/DELIVER



What happens **AFTER** the *SALE*?

ACTION:

Write out each step of the
Post-Sales and Service
Delivery Process.



LOYALTY EXPANSION



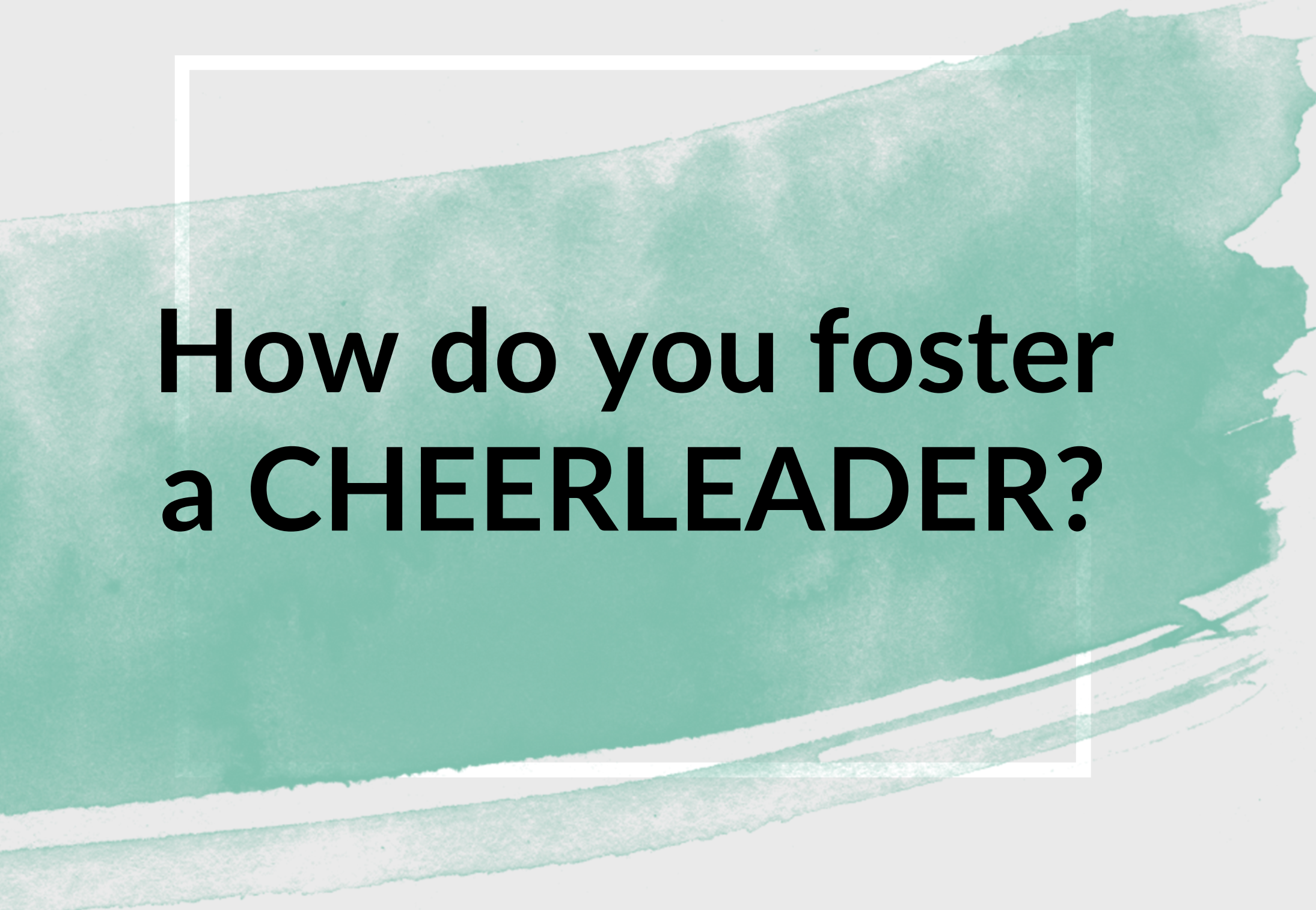
What happens **AFTER** the **SERVICE?**

ACTION:

Write out each touchpoint
of post service.



ADVOCACY



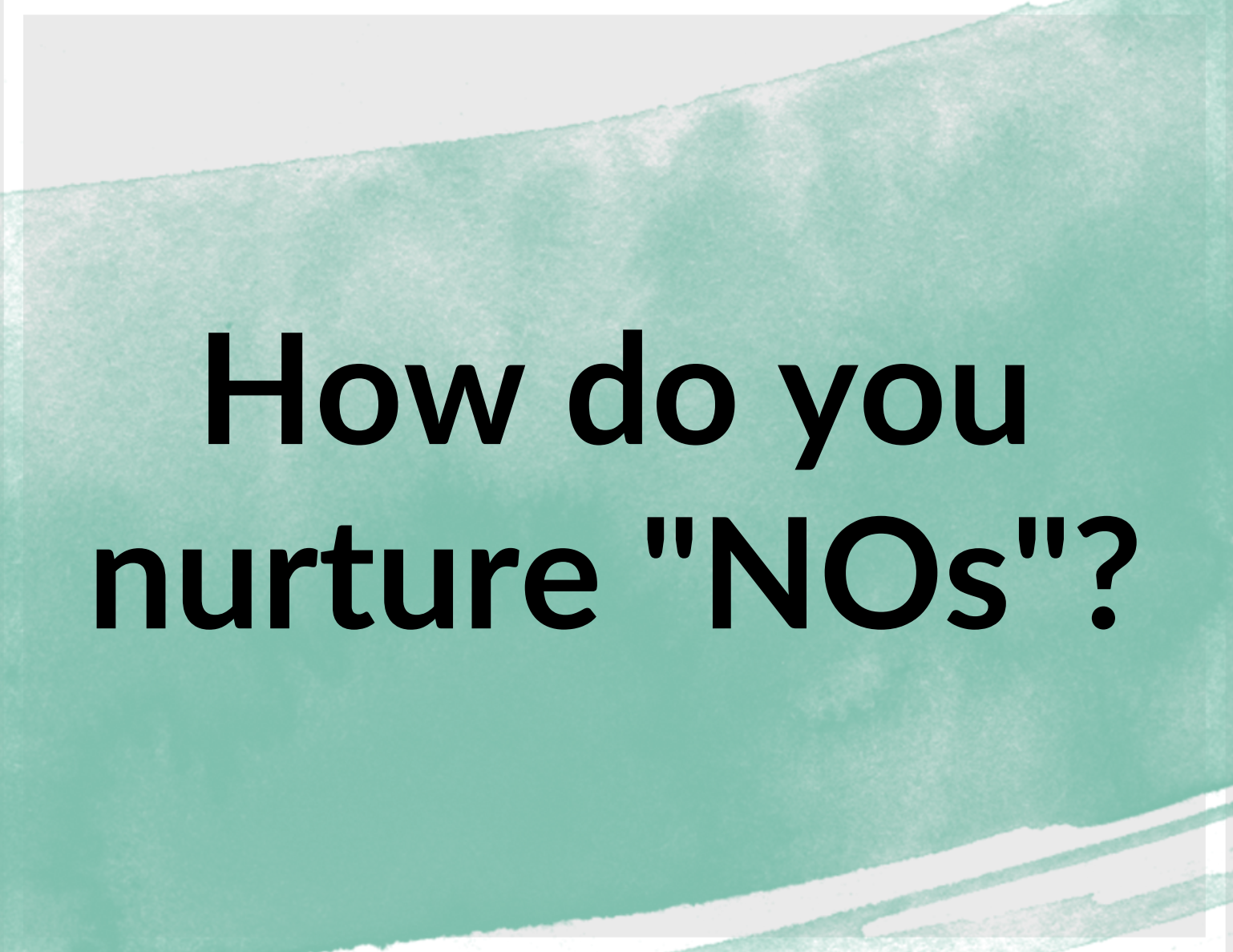
How do you foster a **CHEERLEADER?**

ACTION:

Write out each step of the
Rating/Testimonial/Survey
/Affiliate Process.



NO PURCHASE



**How do you
nurture "NOs"?**

ACTION:

Write out each step of the
"No Thanks"
Process/Touchpoints

REVIEW YOUR JOURNEY

Does it make sense?

DO YOU NEED TO GO waaay BACK?

Did we start at the right
place?

Clarity with your prospects
psycho-graphics can make a
better journey

1. What are there key goals and needs?
2. What do they struggle with the most?
3. What tasks do they have?
4. Why do they even start the journey?
5. What do they do, what are they looking for when they find you?
6. What does the customer want?
What do they want to AVOID?
7. What are they feeling at this point?

DISCUSS, REVIEW, HOTSEAT

Elaborate on what
you want to discuss.



The image features a vibrant red watercolor wash as a background. A white rectangular frame is centered on the page, containing the text "What's Next?".

What's Next?