



Success By Design

Customer Journey Maps





WINS!!

share in the chat



We are always winning.

We only fail when we give up.

Let's train our brain to create a mindset of success by feeding it the dopamine of our wins, setting it off to create more wins.

**DO NOT QUALIFY YOUR WINS.
NO WIN IS TOO BIG OR TOO SMALL.**

Had a great sandwich? WIN

Didn't yell at that jerk? WIN

Showed up today? WIN

Landed 100k contract? WIN

Member *Birthdays*



Nicky Schauder

Jan 12th



Csenge Fazekas

Jan 26

Today's Agenda

Quarter 1 Focus: Marketing Clarity



- Monthly Mission
- Monthly MindStep
- Monthly Motivation
- Monthly Thrive Tactic
- Customer Journey Mapping

January's Theme



FOUNDATION

Strengthen the essentials this month. Reaffirm core values, reassess goals, and fortify your business's base for lasting growth.

CLARITY

Embrace January's quiet to gain fresh insights. Focus on aligning intentions, strategies, and actions with your deeper purpose.

CALM

Choose focused action over hustle. Embrace mindfulness and trust in your journey, balancing peace with purposeful progress.

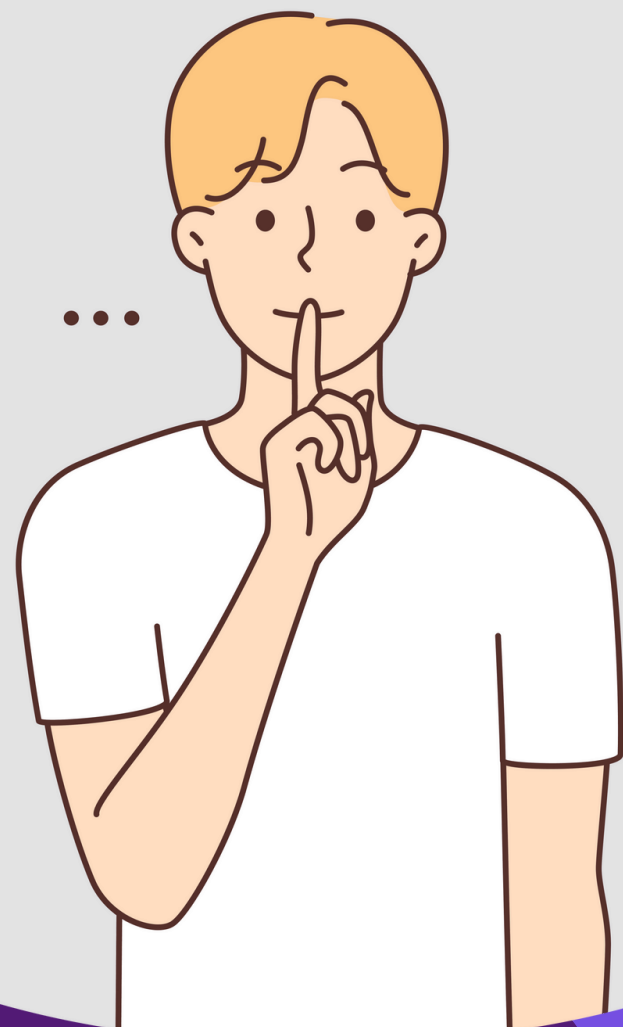
Monthly *Mission*

The Morning Power Hour

- **The Night before:** Identify the task that will have the most significant impact on your business.
- **Next Morning:** First Hour, Full Focus- work on this task without interruption for 1 hour.



Monthly *Mindstep*



Silence & Stillness

- **Set aside 5 minutes for complete silence**
- **Prepare your environment** (turn off notification, inform family/colleagues DND)
- **Be Silent & Still:** Observe, mind-wander, listen

Monthly Motivation



“I Function with Purpose & Clarity”

When faced with a project or task, ask yourself:

- “Should I do this?”
- “What is the purpose in this?”
- “Does it align with my purpose?”

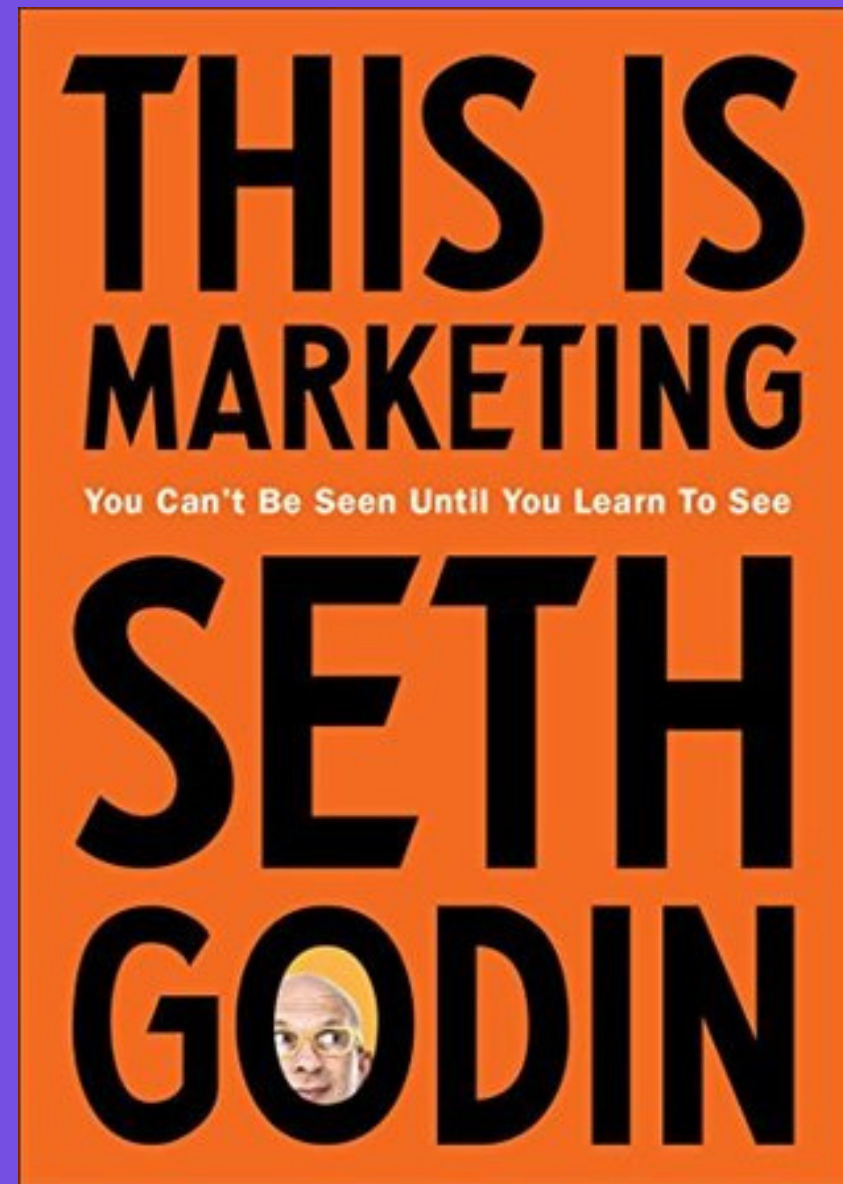
Thrive *Tactic*

Get 8 hours of sleep every night

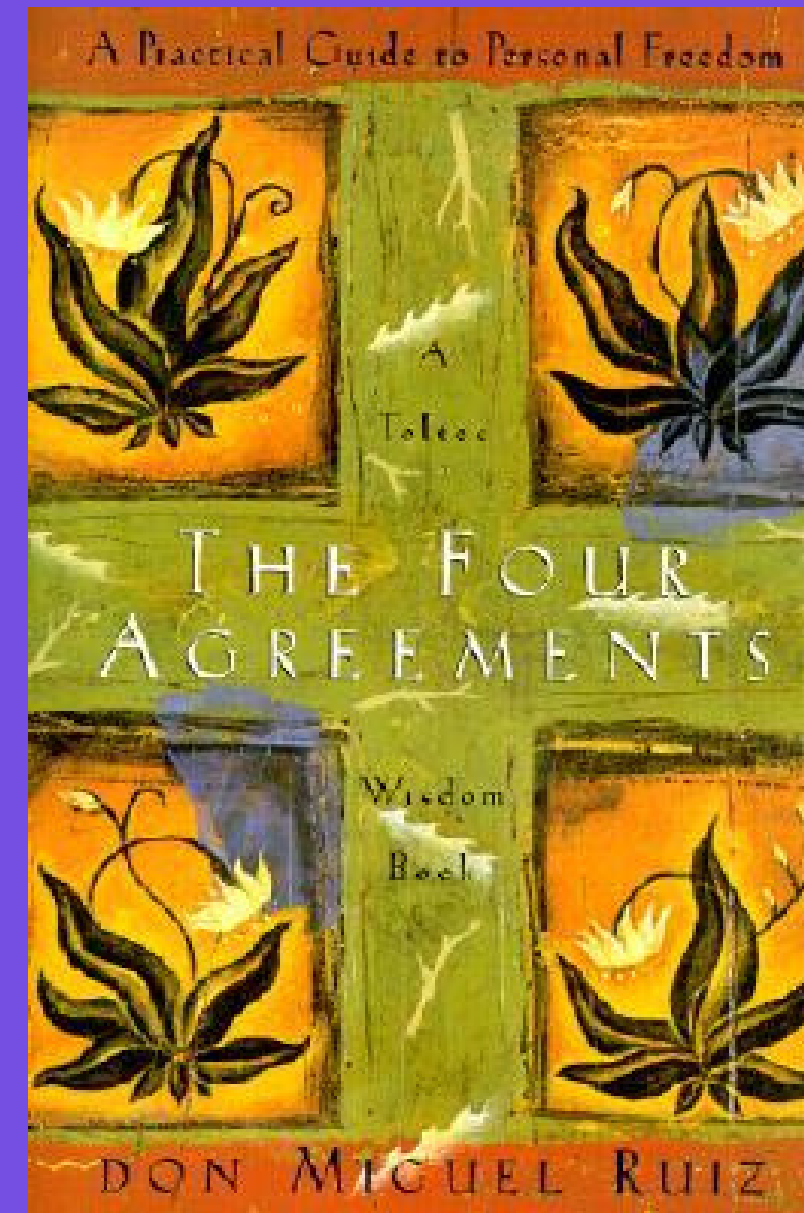
- Close out Your Day
- Have an evening Routine
- Reduce Screentime
- Dim Your Lights
- Keep Your Room Cold (65f, 18.3c)
- No Caffeine after 2pm
- Limit Alcohol, long naps



360 Book Club



**This is Marketing-
Seth Godin**



**The Four Agreements-
Don Miguel Ruiz**

Marketing Clarity:

Customer Journey Maps



Do your customers know where to go and what to do next?

Have you laid out a clear path to create clients?

Mindset about the Customer Journey...

- Don't execute on your ideas - **execute on your roadmap.**
- Value is not in the plan - **the value is in PLANNING.**
- It won't work if you don't detail clear priorities.
- Build an individual roadmap for each idea worthy of pursuit.

*"If you can't describe your plan - you don't have one."
- W. Edwards Deming*

Let's Dive In!



Customer Journey Maps

Choose one product to map a customer journey with.

If you want to be in the “hot seat” - drop a comment in the chat and in real-time we will confirm and optimize your customer journey to ensure your marketing matches the path!

Go ahead and map yours along with us - you can use a free version of miro.com or watch and take notes.

Regardless, we'll share our template afterwards!