



THE CUSTOMER JOURNEY

MAPPING A PREDICTABLE PATH TO SUCCESS

THE CUSTOMER JOURNEY

MAPPING A **PREDICTABLE** PATH TO SUCCESS





WHO IS YOUR IDEAL CUSTOMER?

Which customer is your most profitable, most enjoyable to work with, and most likely to promote your experiences to others?

What is the right message for your ideal customer?



**How do qualified prospects find out about
our business?**





How do we leverage content and marketing (with the right message) to engage new prospects?



What valuable chunk of content do we offer in exchange for our prospects' contact information and permission to follow up?



How do we get our prospects to continue engaging with our business and move them towards an initial purchase (conversion)?



**How do we get our prospects to make at least
a minimal purchase that gives us an
opportunity to excite them?**



How will you help the new customer get excited over their initial purchase and want to do more?



What additional purchases or bookings can you inspire them to make either before or after their activity takes place?



How will you provide opportunities for your customers to post about your business and make it easy to submit reviews?



How will you inspire the customer to talk frequently about their experience and invite others to join them in the future?

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