

The Promise

What is the big promise that you can make to your customer that will make him want to enter this journey with you?

Current Thoughts

What thoughts are currently going through your customer's head? (about the problem/solution)

Current Beliefs

What does your customer believe to be true right now that might affect his decisions about the problem and/or possible solutions?

Current Driving Forces

What forces are driving your customer's actions and decisions? Both internal and external

Step #3

A customer journey might have more stages, depending on the complexity of the transformation required. Feel free to add more steps.

Content

Change

CTA

Step #2

What is the 2nd transformation you want your customer to go through?

What content should the customer be exposed to achieve that transformation?

What is the next step in the journey? What will compel the customer to continue?

Content

Change

CTA

Step #1

What is the 1st transformation you want your customer to go through?

What content should the customer be exposed to achieve that transformation?

What is the next step in the journey? What will compel the customer to continue?

Content

Change

CTA

Desired Thoughts

What thoughts do you want your customer to have at the end of the journey?

Desired Beliefs

What do you want your customer to believe that's true at the end of the journey?

Desired Driving Forces

What forces should drive your customer at the end of the journey?

Sales Method

How are you planning to sell your product to the customer when the journey ends? (webinar, sales call etc.)

The Promise

Current Thoughts

Current Beliefs

Current Driving Forces

Step #3

Content

Step #2

Content

Step #1

Content

Change

CTA

Change

CTA

Change

CTA

Desired Thoughts

Desired Beliefs

Desired Driving Forces

Sales Method

The Promise

Current Thoughts

Current Beliefs

Current Driving Forces

Step #3

Content

Step #2

Content

Step #1

Content

Desired Thoughts

Desired Beliefs

Desired Driving Forces

Sales Method

Change

CTA

Change

CTA

Change

CTA