

Call #210:

Customer Journey Mapping



Want, Need, Want Analysis

Using your user persona from call 209, analyze the external want of your clients, their internal need, and the reasoning behind this desire.

They want:

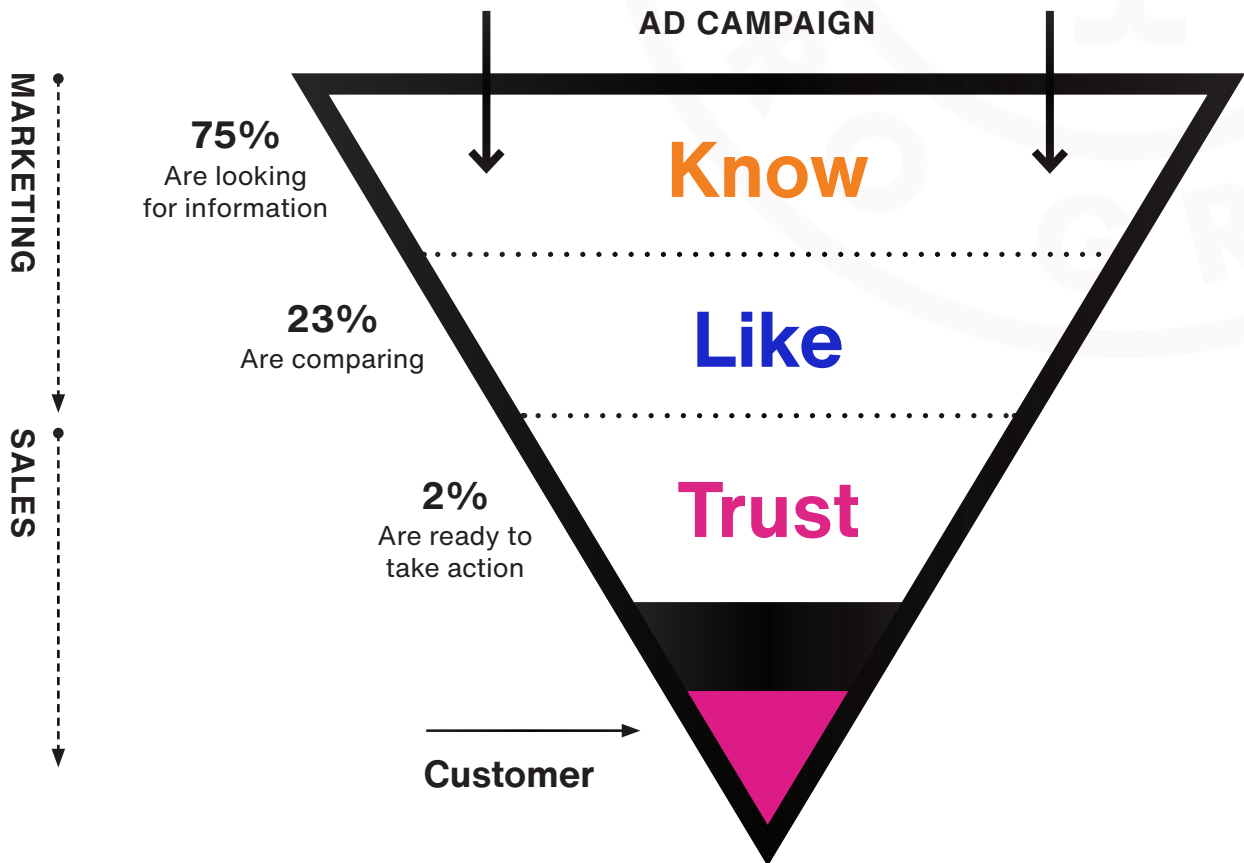
Therefore, they need:

Because:



Building Know, Like, and Trust

Brainstorm various ways you can build know, like, and trust with potential clients and move them through your funnel.



- ☐ Blog post
- ☐ YouTube
- ☐ Video
- ☐ Podcast
- ☐ Interview
- ☐ E-book
- ☐ Template
- ☐ Report
- ☐ Whitepaper
- ☐ Guide
- ☐ Resources

- ☐ Social media
- ☐ About us
- ☐ Testimonials
- ☐ FAQs
- ☐ Demo
- ☐ Webinar
- ☐ Trial
- ☐ Newsletter
- ☐ Endorsement
- ☐ Guarantee

- ☐ Contact us
- ☐ Enquire
- ☐ Buy now



AIDCA Framework

Complete your customer journey map and post in Circle for feedback. Use the questions on the following page and your user persona to guide your thinking.

Phase		
A	Awareness	
I	Interest	
D	Desire	
C	Conversion	
A	Advocacy	



Customer Journey Essential Questions

Awareness: How will people know you exist? Where are your dream clients already hanging out?	
Interest: What is it about your work/profile that will engage your dream clients?	
Desire: What is it about your work/profile that will leave your dream clients needing to work with you?	
Conversion: How will you seal the deal? How is working with you a no-brainer?	
Advocacy: Why will clients come back for more work? Why will clients refer you to others?	



Customer Journey Gap Analysis

Use the space below to list all the gaps to be filled in your marketing/sales plan that you've identified in your customer journey map and then create a prioritized to-do list for completion.

