

CONVERSION MACHINE

MODULE 4

Execution

VIDEO 3 Worksheet
Customer Journey

Customer Journey

In this lesson you will create a your customer journey based on the data you have collected and analysed throughout the course.

A customer journey is a formal representation of how a customer interacts with your company at every stage in the buying process.

This is any touch point the customer has with the company even after the sale or 6 months after a purchase.

The value of creating a formal version of this is to align the steps in your marketing material with the buying steps in your customers mind.

What is a customer journey?

A customer journey tells the story of the customer's experience: from first contact, through the process of engagement and into a long-term relationship.

It may focus on a particular part of the journey or give an overview of the entire experience.

What it always does is identify key interactions that the customer has with the organization. It talks about the user's feelings, motivations and questions for each of these touchpoints.

In this lesson you'll listen back to your customer development interview recordings and write down the process and order the customer followed to try to solve their one big pain and achieve their one true goal.

You'll then look through all your interview recordings to find a recurring pattern.

Customer Journey

E.g.

Step 1: Realised had back pain

Step 2: Thought it might go away

Step 3: Still got pain!

Step 4: Decided would search online for remedies

Step 5: Narrowed down choice to three options

Step 6: Decided on what was important for me in a back pain remedy

Step 7: Decided how much I was willing to spend

Step 8: Choose a solution and wondered where to buy it

Step 9 etc etc

With this hierarchy and ordered process you can then plan the flow of your landing page or really any sales message.

Because great marketing should hand hold the prospect through their natural decision making process and insert key information along the way when necessary, such as sales objections, credibility and guarantees!

Step by step process for writing your customer journey

Step 1: Listen to all your customer development interview behavioural study recordings and list down the prospects process and steps

Step 2: Aggregate the data and look for patterns between candidates. You need to create one list that covers most people's processes and mindsets.

Step 3: Write the list into a formal hierarchy of steps as above in the example as input to your sales framework, copywriting and wireframing.

Basically the hierarchy and order of your landing pages and sales messages should follow the steps your prospects take in their minds when deciding if they should spend money with you.