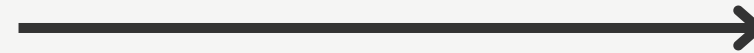


Customer journey companion.

Content



Intro

Demographic context

Psychographic context

Thank you!

Intro



A customer journey can seem like a monumental task to figure out.
Before you dive into it, I encourage you to reminisce a little about your favourite client from last year. The type you'd like more of. Working with them brought you satisfaction and money.

Who are they?

.....

a. Demographic context

Now that you have them in mind,
note the following:

Age

Gender

Marital status

Family type

Education

Employment

Where are they based

Home

Pets

Travel (how, where, how often, for how long)

.....

.....

.....

.....



b. Psychographic context

Space to understand personality traits, values, attitudes, interests, lifestyle choices.

01. What do they like

(social media, LinkedIn, postcards, reading, e-books, videos, listening to podcasts in the car, newsletters, text snippets, other)



02. What annoys them

(social media, LinkedIn, postcards, reading, e-books, videos, listening to podcasts in the car, newsletters, text snippets, other)

b. Psychographic context

Space to understand personality traits, values, attitudes, interests, lifestyle choices.

03. What do they need
(time, quick solutions, someone to do the job for them/with them, someone to give them information so they can do the job themselves)

.....

.....

.....

.....

.....

.....

.....

.....

.....



04. What do they want
(time, quick solutions, someone to do the job for them/with them, someone to give them information so they can do the job themselves)

.....

.....

.....

.....

.....

.....

.....

.....

.....

b. Psychographic context

Space to understand personality traits, values, attitudes, interests, lifestyle choices.

05. What is their approach to the environment
(Is it important? Do they care?)

.....

.....

.....

.....

.....

06. What is their approach to culture?

.....

.....

.....

.....

.....



07. How about food? (fine dining, fast food, indifferent?)

.....

.....

.....

.....

.....

08. How about practicality?

.....

.....

.....

.....

.....

b. Psychographic context

Space to understand personality traits, values, attitudes, interests, lifestyle choices.

09. What about luxury? Do they covet luxurious items or is good value what they are after?



b. Psychographic context

10. Their day

Think about their day: what do they do in the morning, how does their lunchtime look like, what do they do in the afternoons, evenings and nights. Do they eat breakfast at home, drink tea and read a paper or do they rush to get to the office and grab a coffee there, while they are checking their emails? Do they commute to work or are they working from home?



Morning
.....
.....

Lunchtime
.....
.....

Afternoon
.....
.....

Evening/Night
.....
.....

b. Psychographic context

10. Their week

Think about their week: do you expect each working day to look more/less the same, or are there days that stand out (for instance, networking Thursdays, half-day Fridays... list recurring events, take notes and look for patterns)

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
.....						
.....						
.....						
.....						
.....						



b. Psychographic context

Your presence

11. How did they hear about you?

Website

Referral

Phone call

Networking event

Conference

Other: what?

.....

12. What was their issue at this stage?

.....

.....

.....

.....

.....

13. Where are they looking?

Take a step back and consider what were they looking for before they found you? Were they looking at all? If now, why? If yes – where and how? AI? Googling (if so, what phrases), asking friends (if so, how), asking current suppliers (if yes, who and how: if they were to get in touch with you, how would they phrase their question?)

.....

.....

.....

.....

.....

.....

.....



b. Psychographic context

Your client’s biggest problems

At this point I encourage you to write down fifty problems your ideal client had when they came to you. Do not worry about editing at this stage: just write.

Why fifty? Even if you use a digital assistant, you are likely to get the more obvious ones at the beginning. The point of this exercise is to find what is specific to you and your client – the problem-solution/pain-relief/desire-answer dynamic that makes your relationship above average. Often this is key to shifting the conversation from ‘I want to sell you something’ to ‘I want to choose your solution, one that fits me best’.



- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

b. Psychographic context

- 11.....
- 12.....
- 13.....
- 14.....
- 15.....
- 16.....
- 17.....
- 18.....
- 19.....
- 20.....



- 21.....
- 22.....
- 23.....
- 24.....
- 25.....
- 26.....
- 27.....
- 28.....
- 29.....
- 30.....

b. Psychographic context

- 31
- 32
- 33
- 34.....
- 35
- 36.....
- 37
- 38
- 39.....
- 40



- 41
- 42
- 43
- 44.....
- 45
- 46.....
- 47
- 48
- 49.....
- 50

*Pause.
Breathe.
Ready?*



b. Psychographic context

Put the list away, sleep on it.
Or (at least) take a break: make a cuppa,
take a walk. When you return to it, see if there are
any trends.

The next step is to choose top 5, and then top 1.

Look at the rest as potential blog posts, articles
and white papers.

- 1
- 2
- 3
- 4
- 5

Top 1:



.....

b. Psychographic context

With your client’s biggest problem in mind, approach this table (as you are downloading this resource, and we are not working face-to-face, I thought that putting it in a table may be useful, and so I adapted it for you from HubSpot (you’ll find links to sources on the last page)).

Buyers’ Journey	Stage 1 Awareness Prospect is experiencing symptoms of problem of opportunity; they are researching to understand, frame and give a name to their problem. ² Example: I have a headache Search: causes of a headache, how to relieve a headache, ways of getting rid of a headache	Stage 2 Consideration Prospect has defined and given the problem/opportunity a name. They are now committed to researching all available methods of solving their problem. ³ Example: I need a massage to get rid of my headache Search: head massage Scotland, head massage at home, diy head massage, how much a head massage cost	Stage 3 Decision They have decided on their solution strategy, method or approach. They are compiling a list of vendors and products within their strategy. ⁴ Example: Provider 1 vs provider 2 vs provider 3 Search: best spa in location, spa packages, how to choose a reputable spa	Stage 4 Experience Prospect to client (please see below)	Stage 5 Advocate Aftersales (please see below)
What are they thinking and feeling?					
What are they looking for?					
Where?					
How can we move the buyer along their journey with your business in mind?					

b. Psychographic context

Stage 4 Experience

They are now considering your services and are getting in touch.
Are there more than five steps to consider?

Lead → Client	Step 1	Step 2	Step 3	Step 4	Step 5
What is the touchpoint? Phone call/email /meeting...					
What are they thinking and feeling					
Who in your business are they in contact with?					
What do we want them to do? (subscribe, read an article, fill a questionnaire, give us their email address, download a whitepaper, agree to a follow up call, arrange a demo meeting...)					
How can we make them more comfortable in the decision making process					
What content are they /could they be interacting with?					

b. Psychographic context

Stage 5 Advocate

They are your client, hooray. Is all well? Any hiccups? What happens next?

Service & Support	Normal use	Complaint	Help, support
What are they feeling?			
Why?			
How do we communicate?			
What would we like them to do?			
Any actions in the background?			

That's a lot



Do you seriously want me to answer it all?

No, you do not *have to* answer it all. If you can and want to, great, it will be helpful. But if you cannot – you can ask yourself ‘would it be helpful to know this? Because sometimes knowing that your client has a few minutes to spare when their kid is attending their weekly swimming lesson, may inform the time you want to fire up your newsletter. This is an incredibly specific example, but it gives you an idea of what that knowledge can give you. It may also offer other ideas: a new niche, a new communication style, a new touchpoint. That is why it is worth considering those questions, even if you end up not answering them all. They are here to be useful to you.

Thank you

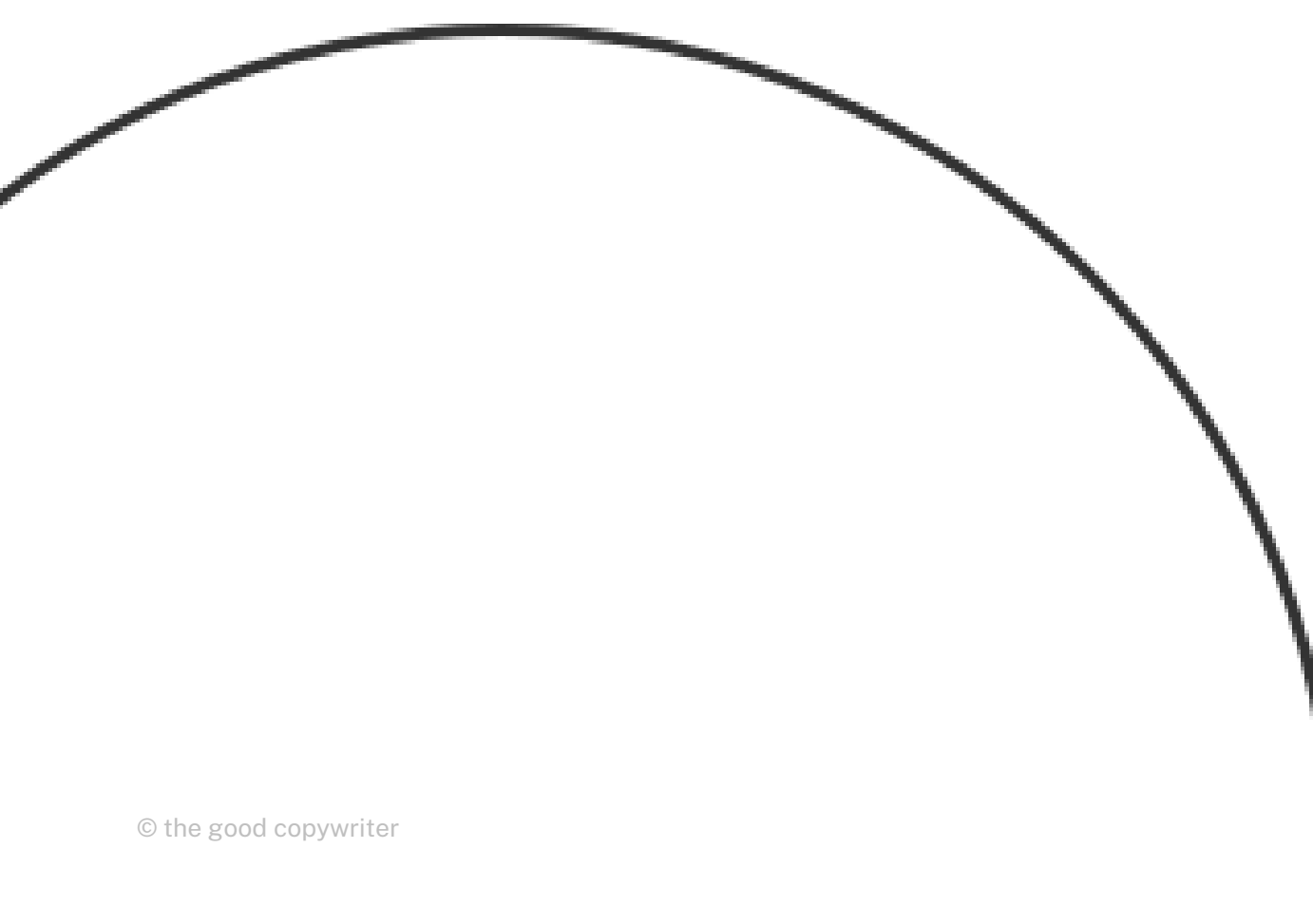
Shall we link?

linkedin.com/in/klemens/

klem@thegoodcopywriter.co.uk

+44 7846251713





Sources:

1 <https://blog.hubspot.com/service/customer-journey-map#journey>

2, 3, 4 Source of definitions:

<https://blog.hubspot.com/sales/what-is-the-buyers-journey>