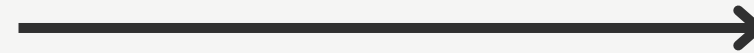


Moment Map *Worksheet*

Content



Intro

Moment Map Worksheet

Outro

Thank you!

Intro



The Moment Map is a tool to help you catch the knife-edge instances where clients tip either towards you or away. You will be filling boxes, but it is a way of noticing so often goes unseen.

Use this worksheet as a guide, with one client or prospect in mind, to map moments that matter. Who are they?

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Before you start: preparation

You don't need research reports before using the Map. What you do need: One client or prospect in mind (real or typical).

A few minutes to recall their journey with you (from first contact to decision point).

Openness to note down what they said as much as what they did. Words matter.

Think of this as a snapshot of a moment, not an essay. Short notes are enough.



Section 1_Roles: Who's Involved?

Clarification of terms, so we are on the same page.

- In every buying journey, roles differ:
- End User:** the one who feels the pain.
 - Buyer:** the one who pays the bill.
 - Follower:** watches but isn't ready to buy.
 - Ambassador:** talks about you positively.
 - Disciple:** your loyalist, buys what you launch next.

Why this matters: mapping moments looks different depending on the role.



Your client:

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End user:

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Buyer:

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Follower:

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Ambassador:

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Disciple:

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Section 2_Where to Seek Moments?

Moments rarely happen in polished proposals.
They happen in offhand client comments.
Hesitations in emails. Questions during calls.
Non-verbal cues: pauses, sighs, quick enthusiasm.
Train yourself to listen beyond the surface. A silly,
unscripted comment is often gold.



Where did they reveal hesitation, curiosity, doubt,
or energy? Capture exact words or actions.

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Section 3_Adding notes

For each moment, note:
What they said/did: quote if possible.
What it revealed: their fear, doubt, hope, trigger.
What it meant for you: did you lose them, or could you have leaned in?

Constructive notes point to action.



Write what they said/did, what it revealed, and what it meant for you.

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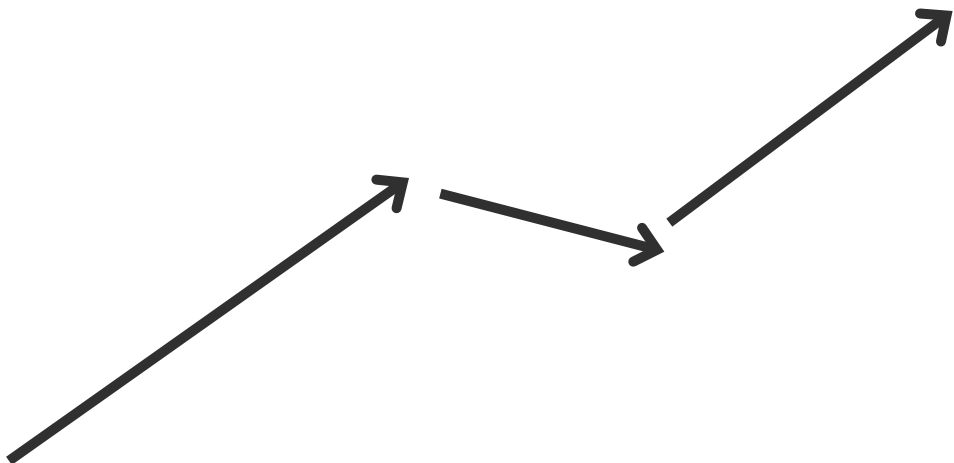
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Section 4_Map in Action

You have the moments, now draw a line:
Where did energy dip? Where did curiosity peak?
What pushed them forward?
What pulled them back?

This is where content gaps reveal themselves,
or rather you make space to spot them.
If you lost someone at a moment of doubt, that's
where a content asset to point them into the right
direction may exist.

FIRST CONTACT



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Outro



Try not to overthink. Capture sparks.
Over time, mapping will sharpen your instincts to catch moments in real-time.

Thank you

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