



# CUSTOMER JOURNEY WORKBOOK



# ORANGEBALL CUSTOMER JOURNEY MAP

## MARKETING MEETS THE SALES CYCLE

Your customer goes through certain steps as they engage with your business/organization, moving from initial awareness to eventually becoming a raving fan. Taking the time to understand their journey and the stops along the way is crucial to delivering the right message through the right media at the right time.

STAGES:	CONNECT PHASE		ENGAGE PHASE		CAPTIVATE PHASE	
	UNAWARE	AWARENESS	ANALYSIS	DECISION	RETENTION	RAVING FAN
	Your prospect is not yet aware of their struggle or aspiration. They are comfortable in their discomfort or not thinking big enough to see what's possible.	Your prospect is becoming aware of their pain, struggle, or aspiration. Symptoms are adding up, or their desires are getting continually stronger.	Your prospect has clearly defined their struggle or aspiration and has begun researching and considering their potential solutions, including what you're offering.	Your prospect has researched their options, narrowed down their potential solutions, and is ready to make a final decision and make their purchase.	Congratulations! Your prospect has chosen your solution. Now, the real work begins. Your job now is to let them know they made the right decision.	Now that your prospect is a customer and they've seen the results of your solution, it's time to help them advocate on your behalf and share their experience.
<b>THOUGHTS</b> What are they thinking?		For example: <i>"I'm launching a new business and need to find a solution."</i>				
<b>ACTIONS</b> What actions are they taking?		For example: • <i>Google search</i> • <i>Ask colleagues</i>				
<b>FEELINGS</b> How are they feeling?		For example: • <i>Lost</i> • <i>Frustrated</i> • <i>Confused</i>				
<b>GOALS</b> What outcome do they want?		For example: • <i>Find a solution</i> • <i>Understand challenges</i> • <i>Build confidence</i>				
<b>CONCERNS</b> What are their barriers?		For example: • <i>Pricing/Cost</i> • <i>Timing</i> • <i>Implementation</i>				
<b>MESSAGE</b> What do you want to tell them at this stage?		For example: <i>"You want... We can help you by providing..."</i>				
<b>MEDIA</b> What types of media should you use to engage with them?		For example: • <i>Website</i> • <i>Podcasts</i> • <i>Blog</i> • <i>Social Media</i> • <i>Digital Ads</i>				

**USE THE TOOLS ON THE FOLLOWING PAGES TO MAP OUT YOUR CUSTOMER'S PATH FROM BEING UNAWARE TO BECOMING A RAVING FAN...**

# UNAWARE STAGE

## PUT YOURSELF IN THEIR SHOES

What does life feel like from your prospect's perspective in the Unaware stage?  
Fill in the blanks below to map their experience.

### THOUGHTS

What are they thinking during this stage?



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### ACTIONS

What actions are they taking during this stage?



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### FEELINGS

How are they feeling during this stage?



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### GOALS

What outcome do they want during this stage?



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### CONCERNS

What are their barriers during this stage?



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### MESSAGE

What do you want to tell them during this stage?



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### MEDIA

What types of media should you use to engage with them during this stage?



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# AWARENESS STAGE

## PUT YOURSELF IN THEIR SHOES

What does life feel like from your prospect's perspective in the Awareness stage? Fill in the blanks below to map their experience.

### THOUGHTS

What are they thinking during this stage?



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### ACTIONS

What actions are they taking during this stage?



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### FEELINGS

How are they feeling during this stage?



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### GOALS

What outcome do they want during this stage?



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### CONCERNS

What are their barriers during this stage?



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### MESSAGE

What do you want to tell them during this stage?



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### MEDIA

What types of media should you use to engage with them during this stage?



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# ANALYSIS STAGE

## PUT YOURSELF IN THEIR SHOES

What does life feel like from your prospect's perspective in the Analysis stage?  
Fill in the blanks below to map their experience.

### THOUGHTS

What are they thinking during this stage?



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### ACTIONS

What actions are they taking during this stage?



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### FEELINGS

How are they feeling during this stage?



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### GOALS

What outcome do they want during this stage?



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### CONCERNS

What are their barriers during this stage?



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### MESSAGE

What do you want to tell them during this stage?



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### MEDIA

What types of media should you use to engage with them during this stage?



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# DECISION STAGE

## PUT YOURSELF IN THEIR SHOES

What does life feel like from your prospect's perspective in the Decision stage?  
Fill in the blanks below to map their experience.

### THOUGHTS

What are they thinking during this stage?



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### ACTIONS

What actions are they taking during this stage?



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### FEELINGS

How are they feeling during this stage?



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### GOALS

What outcome do they want during this stage?



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### CONCERNS

What are their barriers during this stage?



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### MESSAGE

What do you want to tell them during this stage?



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### MEDIA

What types of media should you use to engage with them during this stage?



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# RETENTION STAGE

## PUT YOURSELF IN THEIR SHOES

What does life feel like from your prospect's perspective in the Retention stage?  
Fill in the blanks below to map their experience.

### THOUGHTS

What are they thinking during this stage?



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### ACTIONS

What actions are they taking during this stage?



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### FEELINGS

How are they feeling during this stage?



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### GOALS

What outcome do they want during this stage?



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### CONCERNS

What are their barriers during this stage?



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### MESSAGE

What do you want to tell them during this stage?



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### MEDIA

What types of media should you use to engage with them during this stage?



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# RAVING FAN STAGE

## PUT YOURSELF IN THEIR SHOES

What does life feel like from your prospect's perspective in the Raving Fan stage? Fill in the blanks below to map their experience.

### THOUGHTS

What are they thinking during this stage?



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### ACTIONS

What actions are they taking during this stage?



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### FEELINGS

How are they feeling during this stage?



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### GOALS

What outcome do they want during this stage?



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### CONCERNS

What are their barriers during this stage?



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### MESSAGE

What do you want to tell them during this stage?



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### MEDIA

What types of media should you use to engage with them during this stage?



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# MESSAGE MATTERS.

OrangeBall Creative's *How to Create Strong Marketing Messages* uses our proven process and tools (the ones we use with clients every day) to help you clarify your message and prepare you to create marketing that connects.



## DO YOU STRUGGLE WITH:



Simplifying your message so you can explain to your audience what you do and why they should care?



Differentiating yourself from the competition and standing out in a crowded marketplace?



Understanding how your audience thinks, their driving forces, and how to talk to them?

## PERFECT FOR:



### BUSINESS OWNERS

who wear many hats, are growing their business, and understand that marketing can be their competitive edge.



### ENTREPRENEURS

who are hands-on in every part of their business, needing to explain their vision and offering.



### STARTUPS

who are seeking a way to tell their new brand's story clearly, removing complication and confusion.



### TEAMS

who want to create alignment in their organization, from leadership to sales to customer service.

## INCLUDES:

- Downloadable *How to Create Strong Marketing Messages* training guide with **17 strategic exercises** for you and your team
- Access to the co-creators via **17 training videos** that guide you through every exercise
- Proven **3-step process** for creating marketing messages on your website and more!



## FREE BONUS CONTENT!

- **Discovery Experience** - Gain outside insights by hearing the voice of your customer!
- **Marketing Planner** - An easy-to-use tool for planning your content calendar and staying on track month-to-month.
- **Landing Page and Blog Writing Guide** - A guide to simplify the process of creating content for blog posts and landing pages.

### YOU'LL ALSO RECEIVE:

- The Marketing Funnel Overview
- Content's Role in the Marketing Funnel
- Multiplying Your Content's Impact

# START NOW!

Get full access to  
*How to Create Strong Marketing Messages*  
today at [StrongMarketingMessages.com](http://StrongMarketingMessages.com)

