VALUE JOURNEY WORKSHEET

DESIGNED FOR:

DESIGNED BY:_

DATE:



What additional offers can we present to customers who have been excited by our services?



ADVOCATE

What are we doing to generate positive feedback?



PROMOTE

What are we doing to create active brand evangelists?



EXCITE

How does the first interaction with us generate a desire for more?



CONVERT

How do we generate the first commitment of time or money?



AWARE

How do people find out who we are?



ENGAGE

What are we creating to build authority and trust?



SUBSCRIBE

How are we getting contact information?



