

Module Five:

The Buyers Journey

Worksheet:
❖ Prospects Journey

Stages of Your Prospects Journey

If your marketing materials awaken your prospect to the fact they have a problem, the questions below will flow naturally from top to bottom. However if your prospect is already some way into the buying journey, they could 'meet' you at any point along the journey. Thus the questions below need to be considered from as a prospects point of entry as well as in order.

Coming to an Awareness

What emotions is your prospect currently feeling?

What are some of the symptoms they will be experiencing? (Stresses, strains, problems, associated problems)

Why has your prospect not yet come to an awareness of their problem?
(Environment, network, considered the norm)

Identify

What led your prospect to acknowledge they have problem?

What are they worried or scared about?

What words might they be using to describe and define their problem?

Research

Who are they talking to about this problem?

What steps are they likely to take to find out about their problem and possible solutions?

Where are they hanging out? (online platforms, physical location or groups)

What other options might they consider to resolve this?

What is support or other options are currently available to them?

Self-Implementation

What type of resources might they prefer? (Accessibility, digestible, learning style & preference)

What are their most pressing questions that you can quickly answer?

What bigger problems might they create for themselves if they try to do this without professional support? and why won't this get them the result they are hoping for?

At this point the prospect is likely to feel good about them self. They have identified a problem and actively investing time to solve it. What you supply needs to genuinely help a person solve their problem as it is at this moment, they will establish you as their trusted advisor. Not everyone that uses your materials is your ideal prospect and they will naturally disqualify themselves.

Within your content you need to hint that there is 'more to it' than this two-minute answer and give your prospect the opportunity to opt in further.

Invest

What is the limitation of the self-help content that is freely available (by you and others online)?

Why does someone need professional support? (Your packages)

What are the consequences – emotionally, mentally, physically, financially, spiritually – of not doing this properly?

Is the prospect use to investing in them self?

Engage Refer to Worksheet: Designing Your Presentation

What needs to happen before a person is willing to talk one-on-one with you with you about your solution? Consider possible objections.

What does the person need to know about you in order to want to confide in your (and consider your services)?

How can you make your call to action attractive, enticing and a 'no brainer' for your prospect?