



CUSTOMER JOURNEY MAPPING



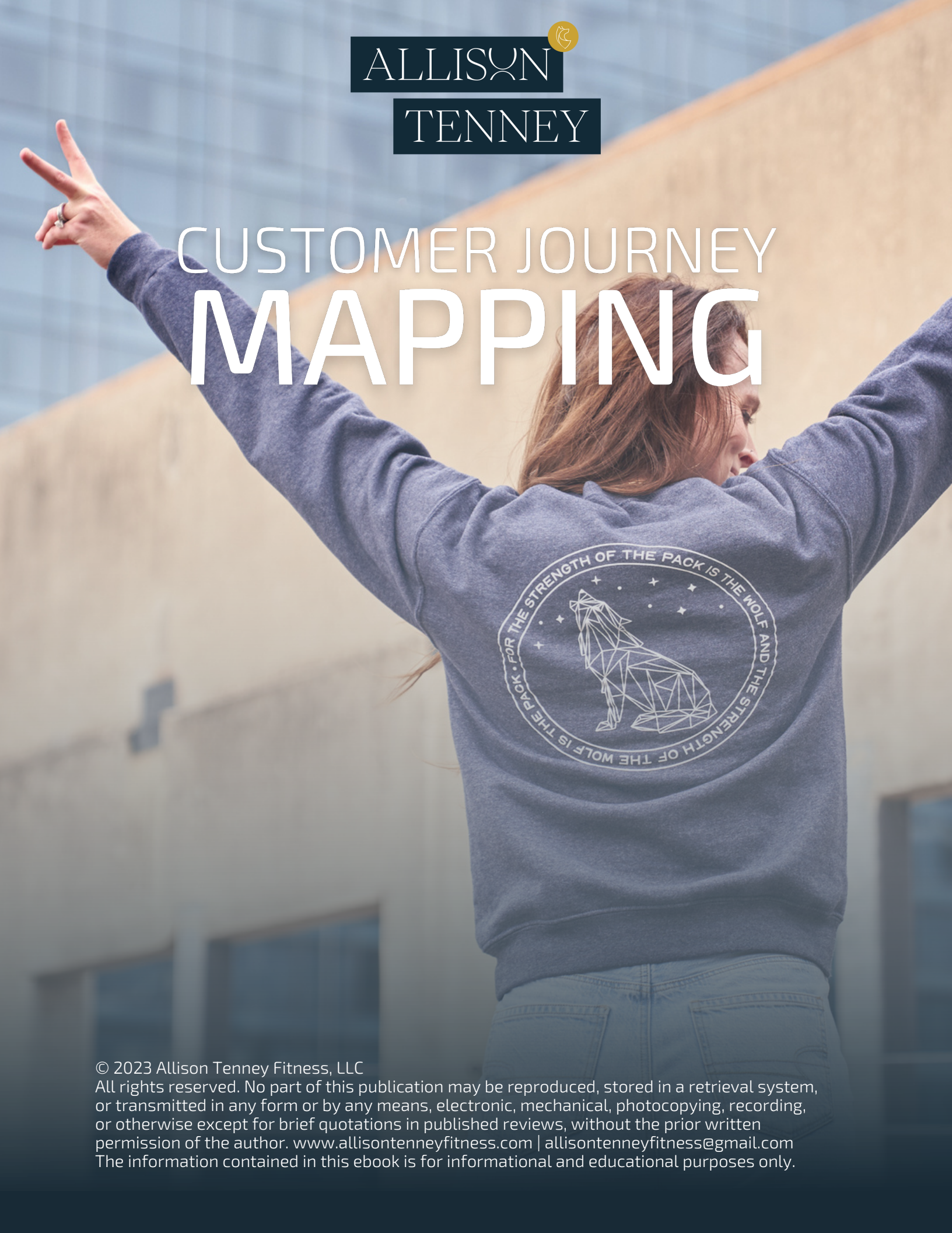
with



Allison Tenney

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WHAT IS A CUSTOMER JOURNEY?

The customer journey begins the moment someone becomes aware of who you are. As a business owner that acts out of integrity, care, and compassion for others - this is also a long game. It's about building trust and making sure you are clear about who you are and what you offer... not just making a Sale.

You want to ensure your customer has a smooth journey from start to finish with you. It instills confidence in you as a Coach or service provider AND builds trust. Customers with a good experience tell their families and friends. Word of mouth is a powerful marketing tool, and one that is 100% within your control (no worrying about the algorithm).

Creating a customer journey map for your product, service, or coaching program will give you a strategic approach to better understanding where there might be gaps that you can work to fill.

The more gaps we can fill, the more highly personalized experience we can offer our clients. Using systems, standard operating procedures, and platforms to help us deliver this exceptional client experience will not only save you time, but afford you the opportunity to grow at your own pace.

It will also allow you to personalize your approach and how you want your business to run for YOU. Your personality, your values, and your expertise can and should be infused into your client journey

“There comes a point where we need to stop just pulling people out of the river. We need to go upstream and find out why they’re falling in.”

Desmond Tutu

You are responsible for your part of the client experience.

We cannot CONTROL other people's behaviors, thoughts, and feelings. Nor can we know the entire story behind them.

BUT WE CAN make that process easier. We CAN make sure our business is pulling people out of the chaotic, hectic river - and into a space that is simple, clear, and kind.

This is what mapping your client journey can do.

Now let's talk about the different Phases of that journey.

HOW TO USE THIS GUIDE:

Go through your program(s), offering(s), and/or coaching service(s) and for each of them, map out each phase of the client journey. Click the flags on page 5 to be redirected to each section's page.

You can use the pages we have provided here, or simply create your own if you need more space.

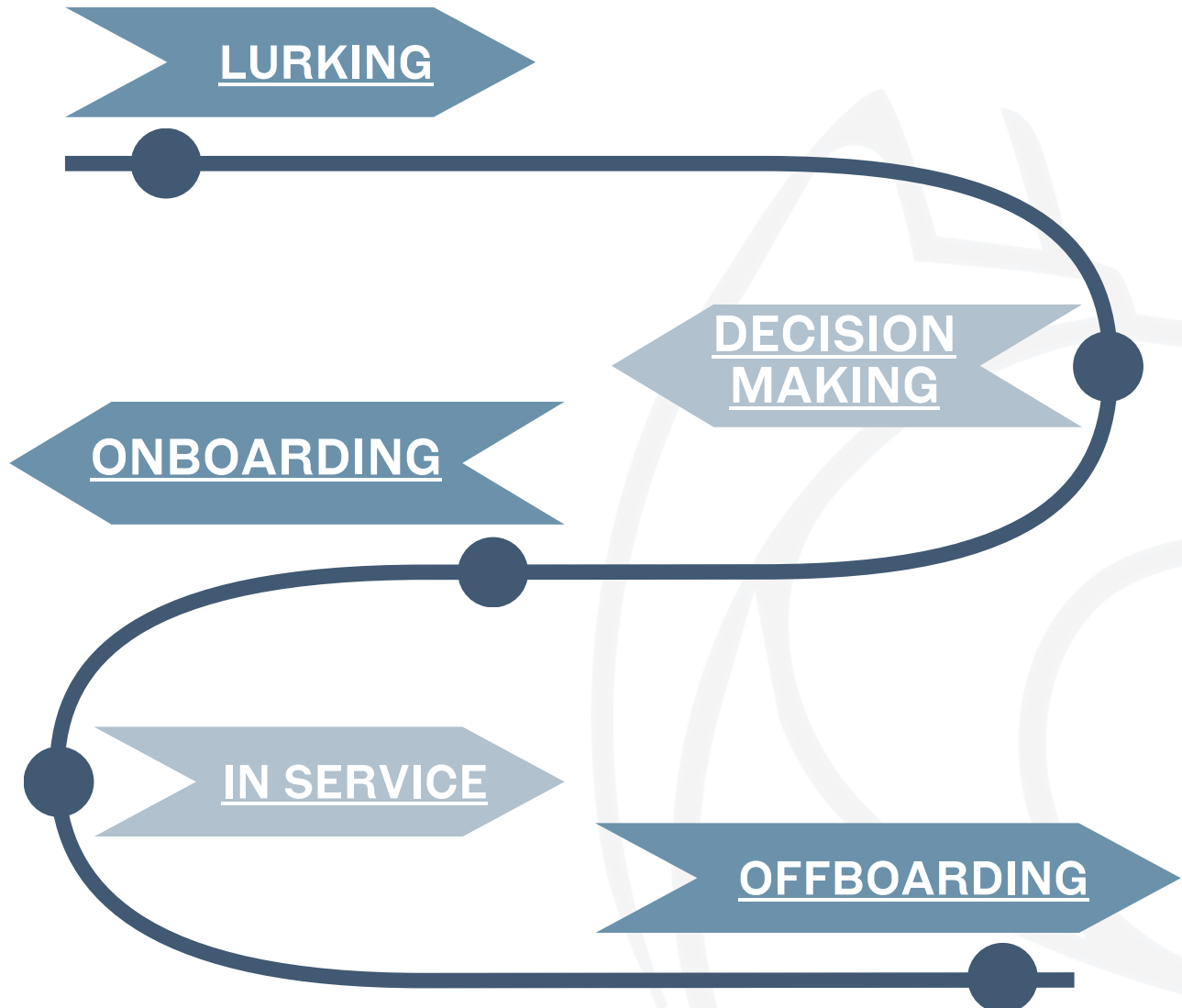
At the end of the exercise, you will have determined where there might be gaps and room for improvement for how you take your clients on the transformation journey with you.

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with Allison Tenney

Below are the different Phases of a customer journey (according to me).
I provide some questions to ask, and you may not have all the answers to them, yet.
That's OKAY.

Remember, we are working to fill gaps and make your process/systems work for YOU.
Before we can do that, we need to identify them. There is no "one right way" to market,
sell, onboard, create a program, etc... there is only YOUR way.
So be creative and make it work for YOU.



CLICK EACH FLAG TO GO TO THE CORRESPONDING PAGE

People love to lurk. They want to get to know you, which means they will hang out in the back of the room (metaphorically speaking) and see how you act - consistently. It might start with a Like on social media here and there. Or maybe a response to an email that resonated with them. Maybe they hop into your DMs and tell you what an impact you have had on them. Either way, people want to get to know you. ALL of you. I believe that showing your full humanity as a business owner is your superpower.


You are not a robot. Let people Lurk.

This is the stage of business where you are building trust.

Questions to Ask Yourself:

- Are you talking about your expertise? Your experience? Your business & offerings?
- Are you answering questions from your community and sharing your knowledge?
- Are you engaging and creating connection/relationships?
- How do you make people FEEL when they land on your website or social media page?
- Do you have Freebies people can download? Is there an email sequence to those?

Steps/actions:



Touchpoints:

Deliverables:

Systems needed: (Tech, apps, etc.)

Customer Journey MAPPING - PART 2

DECISION MAKING

Your dream client has lurked long enough and they are finally ready to purchase from you. People usually need to be presenting with an offer a minimum of SEVEN times before they buy. They need to know, like, and trust you. Building this relationship can take years. But once they decide, we want to make that process easy for them so they don't get frustrated or confused and leave.

Questions to Ask Yourself:

- How do they know to purchase?
- Is your program/offering open all the time?
- Do you have a Launch period? Or do you open/close the cart?
- Where do they go to buy?
- Are you directing them to your website or landing page?
- Do you list your prices?
- Can they purchase off your website/landing page?
- Have you listed clearly the program details, expectations, responsibilities, and deliverables?
- What is your refund policy?

Steps/actions:

Touchpoints:

Deliverables:


Systems needed: (Tech, apps, etc.)

Congratulations! Your dream client has purchased from you and now it's time to Welcome them into the container you have created. Onboarding is like taking your client and gently placing them into a warm bath. You want to orient people and make sure expectations are clear. They should know what's coming next and how to take Next Steps.

Questions to Ask Yourself:

- After they purchase, do you receive a Confirmation email? Is there a Welcome Email? If so, what do you include in that welcome email?
- Is there a client contract they need to sign?
- Where are your Terms & Conditions? Your refund policy?
- Is there an intake form?
- How do you keep track of who is in your program? Where is your client list?
- What Apps or mobile devices do they need to know how to use?

Steps/actions:



Touchpoints:

Deliverables:


Systems needed: (Tech, apps, etc.)

Now for the fun part. You have done the work to show up, build trust, and be able to help people with your service/product. Your dream client can't wait to get started. They have paid and you have on-boarded them. This is where you shine, because you know your shit and you give the best client care there is. It's time to START!

Questions to Ask Yourself:

- How is your program delivered?
- Do you have a schedule set with clients?
- How are you checking in with them?
- Do you have check-in forms or feedback forms? Where are they stored?
- Are you collecting testimonials?
- Do you have a calendar where they can schedule time with you?

Steps/actions:



Touchpoints:

Deliverables:

Systems needed: (Tech, apps, etc.)

Inevitably every bird must leave the nest. Whether your program has ended in length, or people decide to go in a different direction, we always want to leave people with an invitation to come back. Your off boarding process can be a wonderful way to show your gratitude to a client who gave you their time, money, and energy. It's also important to get a clear confirmation that services are ending.

Questions to Ask Yourself:

- How do people cancel/end service with you?
- What happens at the end of your coaching/program/service?
- Is there another service or program they can join or move to?
- Do you have a cancellation form? Of feedback form for their time ending with you?
- How do you show gratitude to clients who are moving on?
- Do you create an open door policy or an invitation for them to come back?

Steps/actions:

Touchpoints:

Deliverables:

Systems needed: (Tech, apps, etc.)



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*I can't wait
to see what
you create!*

CUSTOMER JOURNEY MAPPING

Thank you for downloading!

Thank you for downloading this guide.
I do not take the coaching experience lightly and value your time and energy.
I hope you find it helpful.

If you have any questions, please reach out at
allisontenneyfitness@gmail.com