

# How To Use This Worksheet

- 1. Map out how customers are currently finding your product or service.**
- 2. Brainstorm compelling content to move prospects through your sales process.**
- 3. Plan your post-purchase follow up with cross-sells, upsells, and surveys, to increase sales and get powerful data about why people buy from you.**

# Craft Content For Every Stage Of Your Marketing Funnel

Get a 50,000 foot view of your customer's buying journey.

<b>PROBLEM RECOGNITION</b>	<b>What is my customer's #1 problem or pain that I can solve?</b>	<b>What information do my customers need to see at this stage?</b>
	<i>Answer here... Their business accountant is too expensive</i>	<i>None. In most cases, you don't want to convince people they have a problem.</i>
<b>INFORMATION SEARCH</b>	<b>How do potential customers go about searching for a solution to this problem?</b>	<b>What information do my customers need to see at this stage?</b>
	<i>Answer here... Google "cloud accounting software", ask CEO friends what they use, read blog posts</i>	<i>Answer here... "Why You Might Not Need Your Business Accountant", Cloud Accounting Software 101, An Introduction To XYZ Software</i>
<b>EVALUATION OF ALTERNATIVES</b>	<b>What do potential customers look at when comparing me against competing solutions?</b>	<b>What information do my customers need to see at this stage?</b>
	<i>Answer here... our Fortune 500 clients listed on website for credibility, case studies, lead nurturing autoresponder, free trial offer, authority content marketing</i>	<i>Answer here... Product comparison chart w/ competitors, Case studies, Industry white papers, money-back guarantee</i>
<b>PURCHASE DECISION</b>	<b>What do potential customers experience before they decide to buy?</b>	<b>What information do my customers need to see at this stage?</b>
	<i>Answer here... online demo, Pricing page</i>	<i>Answer here... information at checkout, "What's Next: How To Get Started", reassuring testimonials</i>



# Post Purchase Follow Up

Map out an email series to onboard new customers and maximize Client Lifetime Value (CLV)

Email #	Type of email	Email plan	Added to email funnel?
1	Welcome	thank customer for purchase, outline what to expect	X
2	Case Study	include past client XYZ success story. Reassure decision to buy.	
3	Getting Started	video tutorial about how to get started	
4	FAQ	answer common customer questions about product or service	
5	<b>Cross-Sell</b>	Offer XYZ as a perfect complement to the product they bought	
6	Getting Started	video tutorial about how to get started	
7	<b>Upsell</b>	Offer XYZ as the “next level up” from the product they bought	
8	Survey	Elicit testimonials, get honest feedback, product ideas	