

TEMPLATE Customer Journey Workbook

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Instructions

Go to 'File -> Make a Copy' and save a copy to your own Drive. You will be able to edit the new document, but you are unable to edit the template.

Open the 'Outline' sidebar to the left (hover over the page icon, and it will say 'Show Document Outline') in order to navigate the sections below. If you would like to Track Changes, click on the Edit icon in the upper right, and go from 'Editing' to 'Suggesting.'

Any issues, comments, questions, or ideas, feel free to contact hello@stellarplatforms.com.

Watch the Masterclass

'Mapping the Customer Journey of the Hero' at

caelanhuntress.com/masterclass/journey



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1. The Ordinary World / Pain Points

What is your customer's Origin Story?

- LISTIDEAS

What are the Pain Points your customer is facing?

- LISTIDEAS

What are the most compelling reasons for them to do nothing?

- LISTIDEAS

Who are their main influences?

- LISTIDEAS

2. The Call to Adventure / Qualified Lead

What is the event that compels them to take action?

- LISTIDEAS

Why would they resist taking this action?

- LISTIDEAS

What is the cost for them to do nothing?

- LISTIDEAS

What is the difference between a Qualified Lead and an unqualified lead, for your business?

- LISTIDEAS

3. Refusal of the Call / Objections

What are all the objections someone could potentially have to buying from you?

1. LISTIDEAS

What responses could you give to each of these objections?

1. LISTIDEAS

How can you prevent these objections?

1. LISTIDEAS

How can you turn an objection into an advantage?

1. LISTIDEAS

4. Meeting the Mentor / Introduction to You

What are the highlights of your biography that would matter most to the hero of this story?

- LISTIDEAS

Which accomplishments in your life would impress the hero the most?

- LISTIDEAS

What other heroes have you helped along the way?

- LISTIDEAS

What results did you gain for them?

- LISTIDEAS

5. Crossing the Threshold / Discovery Conversation

How does the hero signal they are ready to make a purchase?

- LISTIDEAS

What are the biggest questions they need answered?

- LISTIDEAS

What would cause them to stop here and leave?

- LISTIDEAS

What is the best outcome of this quest for both of you?

- LISTIDEAS

6. Tests, Allies, & Enemies / Compare Options

Who else are they considering?

- LISTIDEAS

Why would they choose someone else?

- LISTIDEAS

Why would they choose you?

- LISTIDEAS

What media can you provide to help them make a decision?

- LISTIDEAS

7. Approach the Inmost Cave / Buying Decision

When does the hero make their decision?

- LISTIDEAS

What will they need to have before making this decision?

- LISTIDEAS

When discussing this purchase with their partner, what information will the hero need to have at hand?

- LISTIDEAS

What could cause this decision to fail?

- LISTIDEAS

8. Supreme Ordeal / Checkout and Payment

When the hero is ready to pay, what is the step-by-step process?

- LISTIDEAS

How can you support this decision while it is being made?

- LISTIDEAS

What would cause this to fail?

- LISTIDEAS

How else could they pay you?

- LISTIDEAS

9. Reward / Access Purchase

What happens directly after payment?

- LISTIDEAS

What would make this a celebration?

- LISTIDEAS

What can you ask your new customer to do next?

- LISTIDEAS

What perils or pitfalls could happen at this stage?

- LISTIDEAS

10. The Road Back / Solve the Problem

How has the hero's situation changed after making this purchase?

- LISTIDEAS

How will their original problem affect them now?

- LISTIDEAS

What else can they expect will be different?

- LISTIDEAS

How can you prepare them for these changes?

- LISTIDEAS

11. Resurrection / New Normal

How will the hero interact with their world differently?

- LISTIDEAS

How will their future be different?

- LISTIDEAS

How can you celebrate these changes with them?

- LISTIDEAS

How can you document these changes?

- LISTIDEAS

12. Return / Tell Others

When is the best time to ask for a testimonial?

- LISTIDEAS

Which communities do they belong to that would find you valuable?

- LISTIDEAS

How can you ask the hero to promote you?

- LISTIDEAS

How can you automate these requests?

- LISTIDEAS

Section 2: Active Choices

What is the specific active choice your customer makes to progress to each stage of their journey?

1. The Ordinary World / Pain Points
2. The Call to Adventure / Qualified Lead
3. Refusal of the Call / Objections
4. Meeting the Mentor / Introduction to You
5. Crossing the Threshold / Discovery Conversation
6. Tests, Allies, & Enemies / Compare Options
7. Approach the Inmost Cave / Buying Decision

8. Supreme Ordeal / Checkout and Payment

9. Reward / Access Purchase

10. The Road Back / Solve the Problem

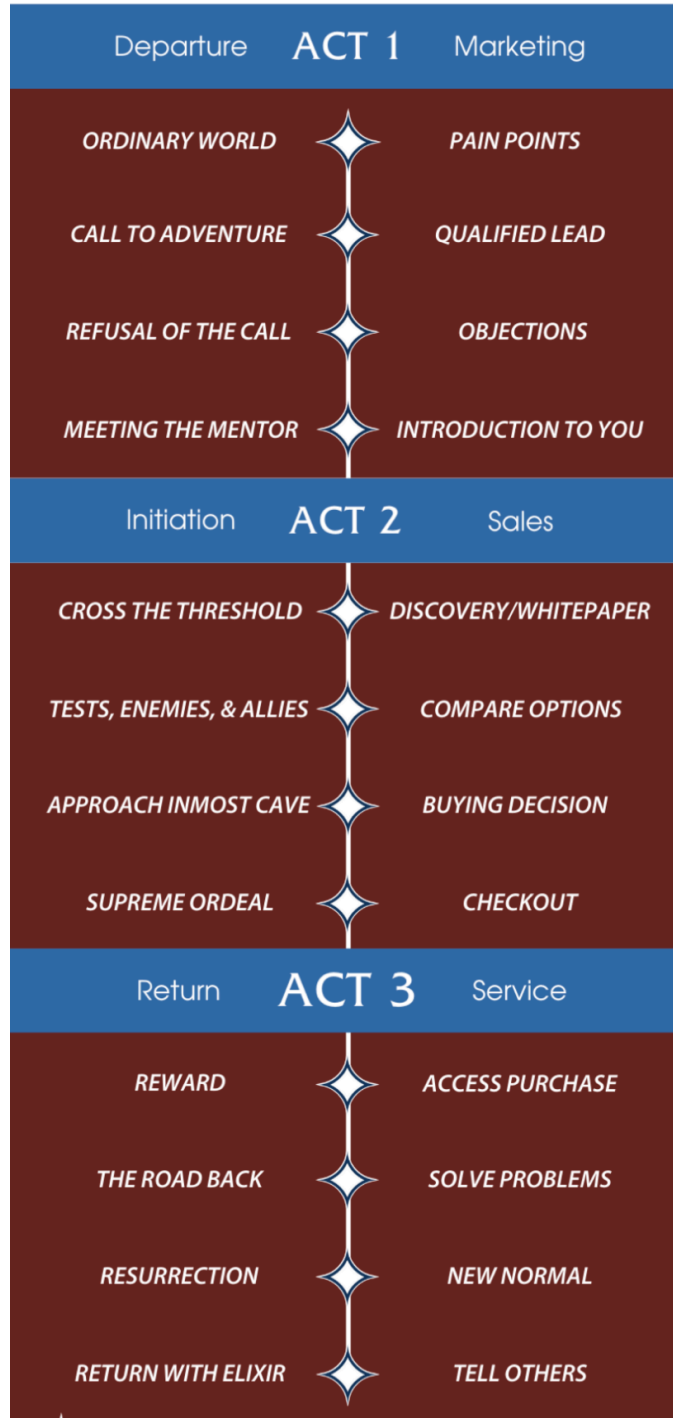
11. Resurrection / New Normal

12. Return / Tell Others

After articulating the choices in the sections above, rewrite them as requests and messages directly to your customer.

THE CUSTOMER JOURNEY OF THE HERO

CaelanHuntress.com/masterclass/journey



Section 3: Website

If each one of the pages on your website was focused on convincing your new customer to take the one specific action in Section 2, what would be different about those pages? List your ideas below.

1. The Ordinary World / Pain Points

Homepage - yourwebsite.com

2. The Call to Adventure / Qualified Lead

Subscribe - yourwebsite.com/subscribe

3. Refusal of the Call / Objections

FAQ - yourwebsite.com/faq

4. Meeting the Mentor / Introduction to You

About - yourwebsite.com/about

5. Crossing the Threshold / Discovery Conversation

Thank-you page - yourwebsite.com/thanks

6. Tests, Allies, & Enemies / Compare Options

Case Studies - yourwebsite.com/case-studies

7. Approach the Inmost Cave / Buying Decision

Product - yourwebsite.com/producttitle

8. Supreme Ordeal / Checkout and Payment

Cart - yourwebsite.com/cart

9. Reward / Access Purchase

Checkout - yourwebsite.com/checkout

10. The Road Back / Solve the Problem

Members - yourwebsite.com/members

11. Resurrection / New Normal

Review - yourwebsite.com/review

12. Return / Tell Others

Share - yourwebsite.com/share

About the Author

Hi, I'm Caelan Huntress.

I help experts and entrepreneurs set up smart marketing systems.

Connect with me on:

- [LinkedIn](#)
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- [YouTube](#)



I wrote a book called *Marketing Yourself*: MarketingYourselfBook.com

Talk to me about:

Speaking: My virtual presentations are dynamic: CaelanHuntress.com/Speaking

Coaching: For experts and entrepreneurs ready to grow: CaelanHuntress.com/Coaching

Marketing: I set up smart marketing systems: StellarPlatforms.com/Case-Studies

If you are growing an online business, review my [Recommended Resource List](#).

***"Caelan has a great way of
taking your vision and
making it a reality. He works
really well with visionaries – I
speak it, and he makes it
happen!"***

Testimonial



Lisa Garr

Host of The Aware Show

CaelanHuntress.com

Interested in working with me? [Contact me through my website](#).

