

# BUYER JOURNEY

**AWARENESS**

**INTEREST**

**DESIRE**

**CONSIDERATION**

**DECISION**

*What content will attract our target customer to our site for the first time?*

*What would our target customer find irresistibly interesting or helpful?*

*What is the right email "soap opera" sequence to attract them to us?*

*What is the best way to help customers understand the value of what you offer?*

*What "calls to action" will entice our target customer to come to the table?*

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# THE BUYER JOURNEY

CREATED BY LEAN LABS

## AWARENESS

## INTEREST

## DESIRE

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## DECISION



### BAIT

What key questions are being asked?

What is the right inbound content to answer each question?

*What content will attract our target customer to our site for the first time?*



### HOOK

What can you offer that would be irresistible to your target customer?

What would not only be excited to download, but value and remember your brand for making available?

*What would our target customer find irresistibly interesting or helpful?*



### REEL

We want to pull them in by continuing to deliver value, attracting them as a volunteer, and gently lead them to our solution.

What content will scratch their itch so well that they want to learn more about us?

*What is the right email "soap opera" sequence to attract them to us?*



### BOAT

How do we transition from delivering value and building trust to using that trust to help the customer understand what we have to offer?

What's the best way for them to grasp the value of our solution?

*What is the best way to help customers understand the value of what you offer?*



### TABLE

What signals can we use to know when a customer is thinking about buying?

What can we do to lower obstacles and barriers to purchase?

What are our decision phase offers & CTA's?

*What "calls to action" will entice our target customer to come to the table?*



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# YOUR BUYER JOURNEY

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HOOK

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REEL

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BOAT

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TABLE

*What "calls to action" will entice our target customer to come to the table?*

## Buyer Journey: EXAMPLE

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### 5. LEAD MAGNETS

Become familiar and liked.  
reciprocity-unexpected bonus.

### 4. BELIEF BRIDGE

Indoctrination / engagement series  
Suffering, Struggle, Victory  
(liking, reciprocity, authority)

### 3. TRUST TRIGGERS

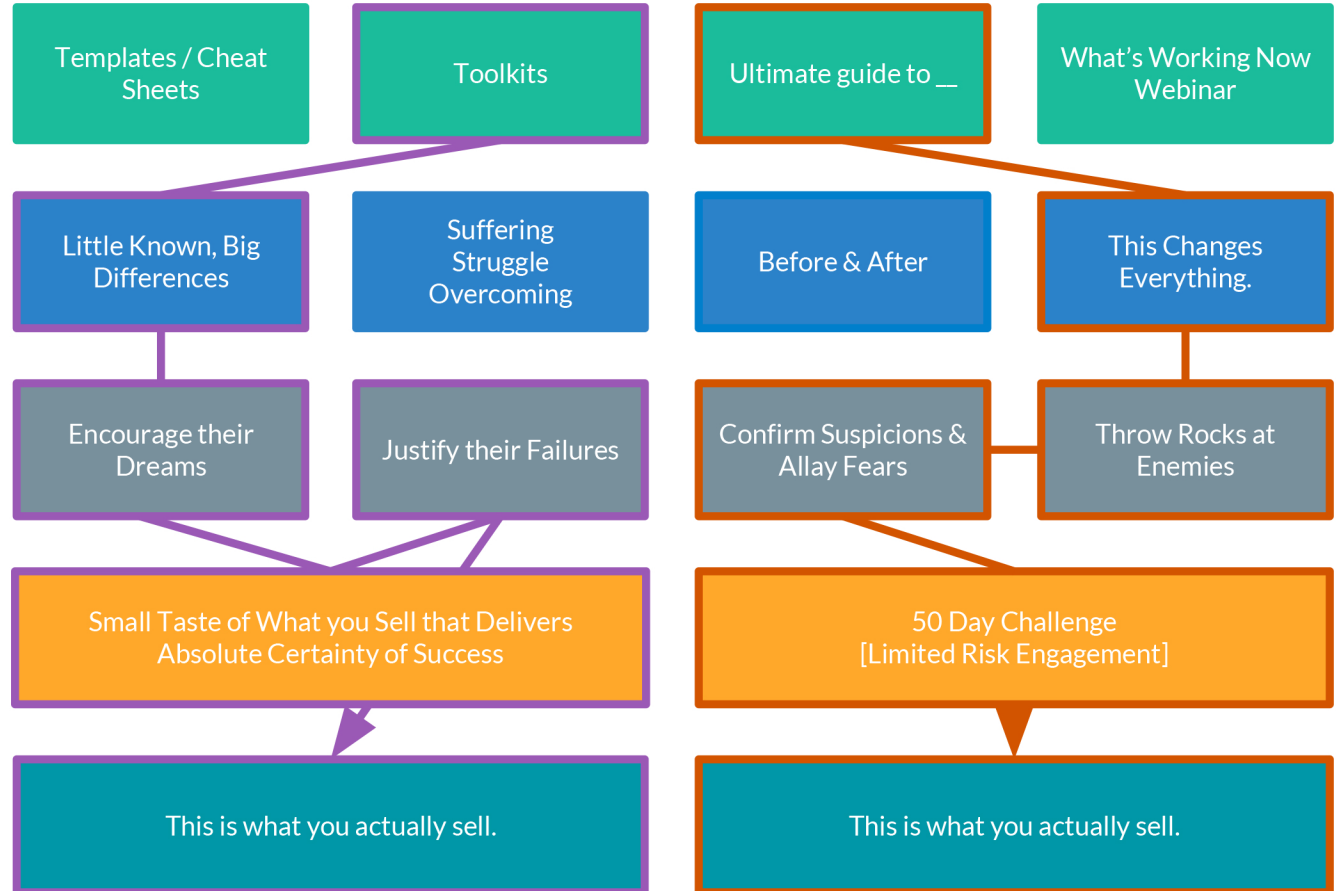
Earn Trust, Overcome Objections,  
(liking, reciprocity, authority, proof)

### 2. SPLINTER OFFER

Reduce Risk, Step vs Leap  
(consistency, scarcity, unity)

### 1. CORE OFFER

Outcome Guaranteed, Bought In, Deserved



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