

A smiling man with a beard and short dark hair, wearing a black t-shirt, is the background of the image. The image is dimmed to allow the text to stand out.

BUSINESS & MARKETING FUNDAMENTALS

WORKSHEETS

CUSTOMER EMOTIONAL PROFILING

FEARS

WANTS

Fuelled by emotion

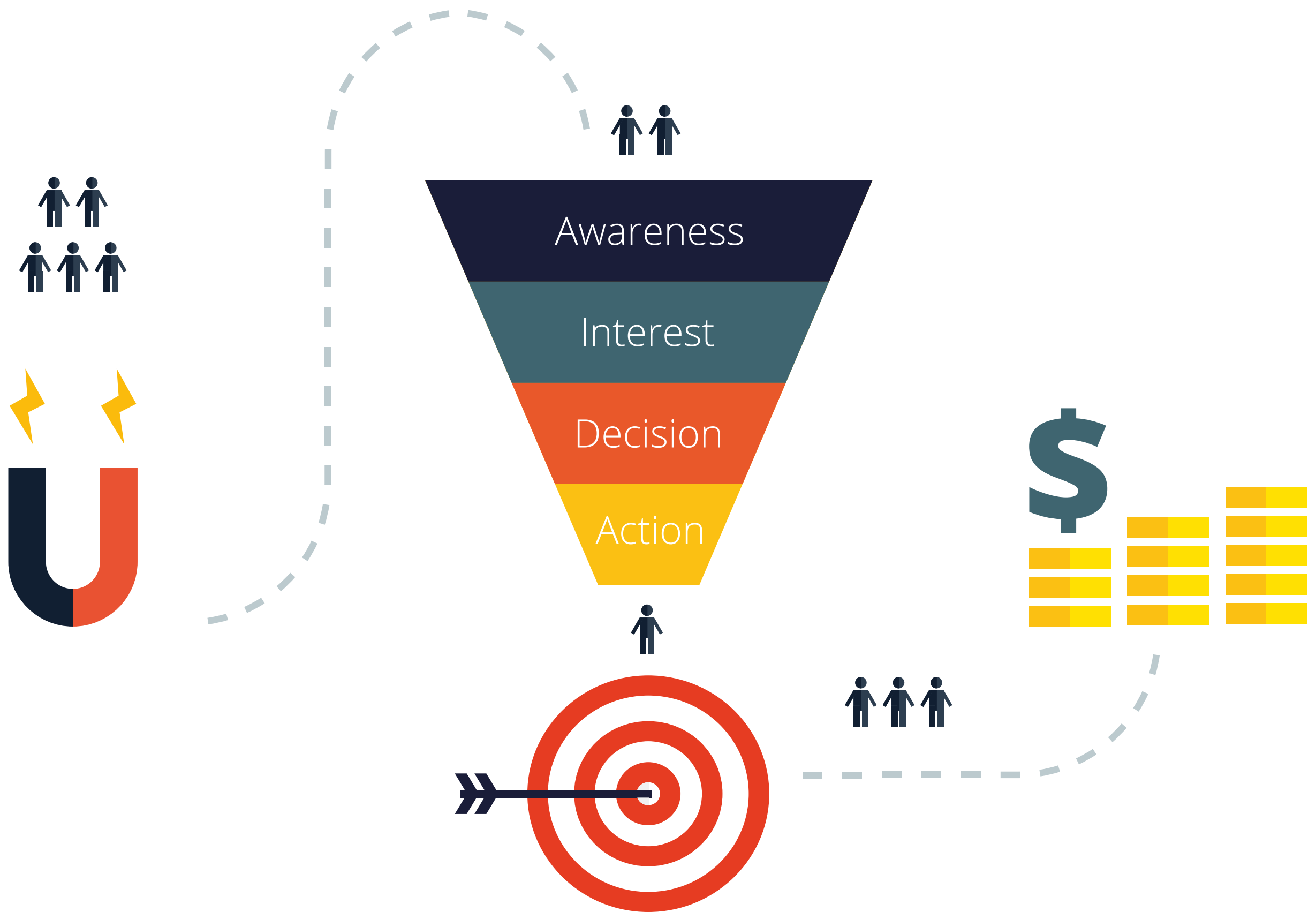
Avoid

Desire

PROBLEMS

NEEDS

Fuelled by practicality



YOUR CUSTOMER JOURNEY



ENTER LOWEST PRICED PRODUCT

ENTER SECOND LOWEST PRICED PRODUCT

ENTER THIRD LOWEST PRICED PRODUCT

ENTER HIGHEST PRICED PRODUCT

| | STEP 1 | STEP 2 | STEP 3 | STEP 4 | STEP 5 | STEP 6 | STEP 7 | STEP 8 | STEP 9 | STEP 10 |
|-------------|-----------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| JOURNEY | AWARENESS | | | | | | | | | |
| TOUCH POINT | | | | | | | | | | |
| EMOTION | | | | | | | | | | |

PERSONAL TRAINER WHO DOES ONLINE PT WITH THREE PACKAGES



£7 DIGITAL E-BOOKS

£25 P/M ACCOUNTABILITY GROUP (CORE)

£99 P/M TAILORED PLANS & GROUP

£249 P/M TAILORED PLANS & 4 SESSIONS

| | STEP 1 | STEP 2 | STEP 3 | STEP 4 | STEP 5 | STEP 6 | STEP 7 | STEP 8 | STEP 9 | |
|-------------|--|-----------------------|-----------------------|---|--|--|---|--|----------------------|--|
| JOURNEY | AWARENESS | SALE: £7 E-BOOK | READ E-BOOK & EMAILS | SALE: £25 ACCOUNTABILITY GROUP | HELD ACCOUNTABLE IN THE GROUP > GETS VALUE | SALE: £99 P/M TAILORED PLANS & GROUP | HELD ACCOUNTABLE IN THE GROUP > GETS VALUE | SALE: £249 P/M TAILORED PLANS & PRIVATE SESSIONS | REFER A FRIEND OFFER | |
| TOUCH POINT | SOCIAL MEDIA / PAID ADVERTISING / PODCASTS / AFFILIATE SCHEMES / INSTA STORY SHARES TO CREATE MORE PEOPLE DOING THE SAME | SOCIAL ADS TO WEBSITE | SOCIAL ADS TO WEBSITE | SOCIAL ADS AND EMAILS TO WEBSITE / CLICKFUNNELS | PRIVATE GROUP | PERSONAL ONE MONTH AFTER JOINING VIA PRIVATE DM OR EMAIL | PRIVATE GROUP & WEEKLY CHECK-INS > BUILDS TIGHTER RAPPORT | PERSONAL CALL OR TAKE FOR A COFFEE | EMAIL | |
| EMOTION | SHOCK AND AWE | INTRIGUED | INSPIRED | INSPIRED | INSPIRED | INSPIRED | INSPIRED | INSPIRED | GRATEFUL | |

RESTAURANT THAT SELLS IN-HOUSE, DELIVERY AND PREPPED MEALS



£3 TREATS

£20 MEALS (CORE)

£20 DELIVERIES

£125+ PREP MEALS

| | STEP 1 | STEP 2 | STEP 3 | STEP 4 | STEP 5 | STEP 6 | STEP 7 | STEP 8 | STEP 9 | |
|-------------|---|---------------------|---|---|---|-------------------------------|---|---|----------------------|--|
| JOURNEY | AWARENESS | SALE: MEAL | POST MEAL OFFERED 25% OFF THE FRIDGE TO INCREASE AVERAGE ORDER VALUE AND BUILD DEMAND FOR BAKED GOODS | POST MEAL RECEIPT HAS A 7 DAY 20% COUPON TO RETURN FOR FULL TABLE AT NEXT VISIT WITHIN 7 DAYS | TARGETED WITH PREP MEAL TASTER PACK (3 MEALS FOR £10) | UP-SOLD TO FULL PACKAGE | EVERY PREP MEAL DELIVERY COMES WITH A RESTAURANT VOUCHER TO USE IN THE NEXT 30 DAYS | PREP-MEAL RE-ORDER | REFER A FRIEND OFFER | |
| TOUCH POINT | SOCIAL MEDIA / PAID ADVERTISING / INCENTIVISING SOCIAL PROOF / TRIP ADVISOR / SEARCH ENGINES / COMPETITIONS | SOCIAL ADS TO VISIT | RESTUARANT | RESTUARANT | SOCIAL MEDIA ADS + SPARINGLY VIA SOCIAL ORGANIC | EMAIL & SOCIAL ADS AUTOMATION | DELIVERY BOX | EMAIL & SOCIAL ADS AUTOMATION TO 'TOP-UP' AFTER 14 DAYS | EMAIL | |
| EMOTION | SHOCK AND AWE | EXCITED | INTRIGUED | GRATEFUL | INTRIGUED | INSPIRED | GRATEFUL | INSPIRED | GRATEFUL | |

E-COMMERCE WEBSITE SELLING CLOTHES



£7.99 MONTHLY DELIVERY MEMBERSHIP

£10-£300 ITEMS OF CLOTHING (CORE)

£MONETARY VOUCHERS

| | STEP 1 | STEP 2 | STEP 3 | STEP 4 | STEP 5 | STEP 6 | STEP 7 | STEP 8 | STEP 9 | |
|-------------|--|---|----------------------|--|--|--|--|--|---|---|
| JOURNEY | AWARENESS | FOLLOW / SUBSCRIBE | SALE #1 | ORDER BUMP | SALE #2 (HIGHER VALUE) | SALE #3 (HIGHER VALUE) | REFER A FRIEND | SALE #4 (HIGHER VALUE) | SALE #5 (HIGHER VALUE) | SALE #6 (HIGHER VALUE) |
| TOUCH POINT | INFLUENCERS/ SOCIAL MEDIA / PAID ADVERTISING / AFFILIATE SCHEMES / LOOKBOOK BLOGS | SOCIAL MEDIA / POP-UP AND EXIT POP-UP ON THE WEBSITE FOR COUPON | WEBSITE | OPTION TO ADD DELIVERY MEMBERSHIP FOR FREE DELIVERY ON THIS ORDER | TARGETED EMAIL / SOCIAL / ADS TO WEBSITE | TARGETED EMAIL / SOCIAL / ADS TO WEBSITE | LINK GENERATED AND SENT BY EMAIL | TARGETED EMAIL / SOCIAL / ADS TO WEBSITE | TARGETED EMAIL / SOCIAL / ADS TO WEBSITE | TARGETED EMAIL / SOCIAL / ADS TO WEBSITE |
| EMOTION | SHOCK AND AWE | INTRIGUED | INSPIRED/ EXCITED | EXCITED | INSPIRED/ EXCITED | INSPIRED/ EXCITED | GRATEFUL | INSPIRED/ EXCITED | INSPIRED/ EXCITED | INSPIRED/ EXCITED |

NEIL SHONEY MACLEAN DIGITAL MARKETER WHO SELLS ONLINE COACHING



£997 PRODUCT (CORE)

GOOD LAUGH ON A NIGHT OUT

| | STEP 1 | STEP 2 | STEP 3 | STEP 4 | STEP 5 | STEP 6 | STEP 7 | STEP 8 | STEP 9 | STEP 10 |
|-------------|---|------------------------|-----------------------|-----------------------------|--|-------------------|---------|---|----------------------|--------------|
| JOURNEY | AWARENESS | WATCH VIDEOS | LEAD MAGNET | WATCH WEBINAR / READ EMAILS | SHOWN A TON OF HIGH VALUE CONTENT | BOOK A CALL | CALL | SIGN-UP | REFER A FRIEND OFFER | MASTERMIND |
| TOUCH POINT | SOCIAL MEDIA / PAID ADVERTISING / PODCASTS / AFFILIATE SCHEMES / INSTA STORY SHARES | SOCIAL MEDIA / YOUTUBE | SOCIAL ADS TO WEBSITE | WEBSITE / CLICKFUNNELS | EMAIL AUTO-RESPONDER TO FACEBOOK GROUP / YOUTUBE / INSTAGRAM | ACUITY SCHEDULING | PHONE | EMAIL SENT WITH LINK TO CHECKOUT ON WEBSITE | EMAIL | LIVE WEBINAR |
| EMOTION | SHOCK AND AWE | INSPIRED | INSPIRED | INSPIRED | INSPIRED | FOCUSED | FOCUSED | INSPIRED | GRATEFUL | EAGER |

YOUR CUSTOMER JOURNEY



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| JOURNEY | AWARENESS | | | | | | | | | |
| TOUCH POINT | | | | | | | | | | |
| EMOTION | | | | | | | | | | |

10 STEPS TO A SUCCESSFUL CAMPAIGN

1. WHAT'S YOUR OBJECTIVE

2. WHO'S YOUR AUDIENCE

3. WHAT'S YOUR TOUCH POINT

4. WHAT'S YOUR OFFER

5. IDENTIFY OPPERTUNITIES TO TEST

6. WHAT'S YOUR CREATIVE

7. LAUNCH

8. MEASURE

9. EDIT/ADJUST

10. SCALE

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NEXT WEEK

WEBSITE SEO & GROWTH HACKS