

# CLIENT JOURNEY WORKSHEET



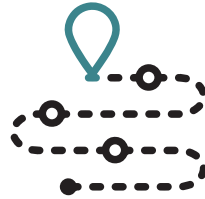
## OVERVIEW:

The client journey may be one of your most central marketing tools, helping you understand your prospects' path from first awareness of your brand to faithful patronage.

***Download this form for an overview of the different stages, and list some ideas for effective touchpoints that can guide leads through each one.***

## WHAT'S INCLUDED:

- **Client Journey Worksheet**  
*A template of the six stages of the client journey with space for brainstorming marketing ideas*



# CLIENT JOURNEY WORKSHEET



**Awareness:** Prospects first discover your brand and products or services.

*(Touchpoint ideas: radio or TV ads, client referrals)*

---

---

---



**Consideration:** Leads compare your business with other options.

*(Touchpoint ideas: blogs, social media posts, follow-up emails)*

---

---

---



**Acquisition:** Customers make a purchase.

*(Touchpoint ideas: sales phone calls, e-commerce purchases, in-person visits)*

---

---

---



**Onboarding:** New clients learn how to gain maximum value from your offerings.

*(Touchpoint ideas: website chatbots, how-to pamphlets, webinars)*

---

---

---



**Engagement:** Existing customers stay connected and consider you for future purchases.

*(Touchpoint ideas: Instagram or TikTok updates, postcards and other mailers)*

---

---

---



**Advocacy:** Faithful clients refer you to people in their respective circles.

*(Touchpoint ideas: surveys, "refer a friend" emails, referral raffles)*

---

---

---