



Your Buyer's Journey



Inventory

Desired End Result

Goal(s):

Product Example

Name: Social Media Mgmt.
 Deliverables: posting
content creation & curation
post branding
engaging key comments
monthly analytics

Product

Name: _____
 Deliverables: _____

Product

Name: _____
 Deliverables: _____

Product

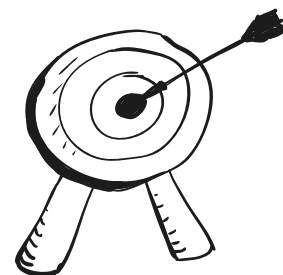
Name: _____
 Deliverables: _____

Product

Name: _____
 Deliverables: _____

Product

Name: _____
 Deliverables: _____





Inventory

Product

Name: _____

Deliverables: _____

Product

Name: _____

Deliverables: _____

Product

Name: _____

Deliverables: _____

Product

Name: _____

Deliverables: _____

Product

Name: _____

Deliverables: _____

Product

Name: _____

Deliverables: _____

Starting Point



Lead magnet ideas (achieve step one goals):

Steps to desired end result:

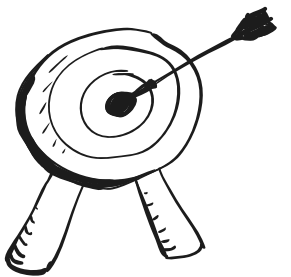
Step 1: _____

Step 2: _____

Step 3: _____

Step 4: _____

Step 5: _____



Desired End Result

Sales Funnel Steps

Step 1: Opt-in/Lead Magnet

Step 2: Intro Offer/Tripwire

Step 3: Offer

Step 4: Upsell

Step 5: Upsell

