

CLIENT FLOW MAP

AWARENESS

Not paid offers
Lead generation activities to bring people in: blog, vlog, speaking, free lead magnet.

How do your clients discover you exist?

LOW RISK COMMITMENT

Smaller packages, easier to digest, lower price, lower commitment, less risk for the client to start working with you,

Statistically, it is easier to convert someone once they have made a purchase from you. Less costly for you from a marketing perspective.

Also (statistically) clients buy from you every time they come back to you.

Examples: thank you page of a freebie with a limited offer or a lower priced service

NEXT STEP UP

As your client or customer grows, what is next? How do they continue to work with you?

You want to make sure there is always a way for them to continue working with you, to ultimately make sure you retain the client for longer.

Higher level price product/service + customised, for example group support, a monthly retainer.

ELITE-LEVEL SUPPORT

You don't need 4 levels in your customer journey, it depends on how your business is structured.

This is just to get you thinking "what is next?".

Make sure you take the time to be intentional and think about the flow/journey your customer your customer goes through as they work with you, so that you can keep them (honestly) for as long as possible and nurture that relationship for as long as possible, because these people are your clients and brand ambassadors, and are the people you want to keep around and help them to grow as your business grows.



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