

5 Step Client Journey Roadmap

Attract new clients, deliver a valuable service, and maintain a lifetime relationship

Touch points

Identify touch points that you have with your clients (potential, current, and past) along their journey.

1. Potential - before they are looking (cold)

Now brainstorm ideas of how you can add value to their lives at the above touch points...

2. Faced with challenge - starting to look (warm)

Now brainstorm ideas of how you can add value to their lives at the above touch points...

3. Found you - curious and interested (warmer)

Now brainstorm ideas of how you can add value to their lives at the above touch points...

4. Decided to patronize your services - converted (hot)

Now brainstorm ideas of how you can add value to their lives at the above touch points...

5. Lifetime relationship - CRM (keeping things warm and cozy)

Now brainstorm ideas of how you can add value to their lives at the above touch points...
