MODULE 1: MARKETING FOUNDATIONS

Map my client journey

Lesson: The customer journey from stranger to repeat client · about 15 minutes

Trace how real clients find, choose and return to your business, and mark the stages where they drop away.

Your business (name, service, main city):

1. **Pick one recent booking. Reconstruct its journey from first contact to signed contract, with a date and stage for each touchpoint.**

2. **For each of the seven stages, write the main asset or action your business currently uses. Leave blank any stage where you have nothing.**

3. **Which two stages lose the most potential clients in your business? What evidence do you have?**

4. **Write how the journey differs for two of your client types, such as couples and corporate clients, including how long each usually takes.**

5. **List what you currently do in stages six and seven, after the event. Add two things you will start doing.**

6. **Where do you record the date of each inquiry and booking? If nowhere, decide where you will start.**

Check: can you now

- Name the seven stages of the client journey and the client's question at each one
- Map the real touchpoints of one recent booking, with the days between each step
- Identify the two or three stages where your business loses the most clients

One change you will make this week