

Awareness

List the ways your prospects first hear about you below.

- Do you run paid ads? (ex. Facebook lead magnet ad, Google Adwords)
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- Do you find leads in person? (ex. Conferences, workshops, networking events)
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- Do you focus on SEO? (List your top ranking pieces of content)
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- Other Sources (ex. Radio, print, walk ins)
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- Do you get referrals or reviews? (ex. Yelp, Facebook reviews, referral program)
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Consideration

Map out the content you have online & what it would mean if you learned a prospect looked at that asset.

Assets	What you learn
Example: Frequently asked questions page on my website	They probably have a question they want answered
Example: Podcast about Real Estate Agents using email marketing	They are probably a real estate agent or are interested in learning about email marketing

Decision

Let's figure out our buying processes.

- What distinct actions do you think a customer needs to do to know they're potentially ready to buy? (ex. Schedule a call, look at enough content)
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- What internal processes do you want to happen when you've identified someone is buyer ready? (ex. Notify my sales team, send more sales driven emails, call these specific leads, etc.)
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Growth

What assets can we create to get customers to use and see the value of what they bought? What assets indicate a potential upsell opportunity?

Assets	What you learn	Upsell?
Example: Product Page about our enterprise plan	Customer may have interest in our enterprise plan	Yes
Example: Video about how to use our email builder.	Customer is learning how the product works and is using it. Will have a lower risk of canceling.	No

Advocacy

Out of our existing customers, let's find ways to build advocates of our brand.

- How do you identify who to push to a referral and who to push to a review? (ex. Internal NPS, high engagement, attended an event)
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- What specific review sites will give you the most buyer ready leads? (ex. G2 for SaaS companies, The Knot for wedding photography, etc.)
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