

# Customer Journey Starter Kit

A Step-by-Step Guide for Beginners

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# CUSTOMER JOURNEY STARTER KIT

## For Beginners with Limited Time & Budget

This quick-start guide will help you create a simple, effective customer journey without tech overwhelm or high costs.

### 1. DEFINE YOUR IDEAL CUSTOMER

- What problem do they want to solve?
- What are their goals and frustrations?
- Where do they spend time online?

[ ] Fill in your answers here:

### 2. MAP OUT YOUR 5-STAGE CUSTOMER JOURNEY

1. Awareness Where will they first discover you?
2. Interest How will you keep them engaged?
3. Consideration What builds their trust?
4. Purchase How do you make the sale easy?
5. Loyalty How will you turn them into fans?

[ ] Sketch or bullet point each stage here:

### 3. CREATE A LEAD MAGNET (Free Gift)

Choose one:

[ ] Checklist [ ] Free Video [ ] Template [ ] Mini Course

Title: \_\_\_\_\_

Delivery Method: \_\_\_\_\_

### 4. WRITE A 3-EMAIL WELCOME SERIES

Email 1: Deliver the freebie + set expectations

Email 2: Share your story + value

Email 3: Introduce your offer or next step

☐ Outline your email topics here:

## 5. BUILD A SIMPLE SALES PAGE

What are you offering? \_\_\_\_\_

Price: \$\_\_\_\_\_

Benefits (list 3):

1.

2.

3.

☐ Include testimonials or early feedback

## 6. TRACK AND IMPROVE

☐ Set up Google Analytics or link tracking

☐ Review content weekly: What performs best?

☐ Ask customers where they found you

### BONUS TIP:

Keep everything stored in one folder (Notion, Google Drive, Trello, etc.) to stay organized as you grow.

You dont need to do everything perfectly just take the next step.

YOUVE GOT THIS!