

buyer's journey workbook





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If you want to create content that resonates with your buyers, addresses their challenges, meets their needs, and adds real value -it's critical for you to first understand how and why your buyers become customers. What problems are they trying to solve? How do they know these problems need to be solved? What options do they consider to solve their problems, and how do they find and settle on your particular solution?

This path to purchase is called the buyer's journey. Mapping out the buyer's journey can be a challenge and even downright confusing, so I've created this template to help guide you through the process.

Included in this document are three sections: a buyer's journey map, buyer's journey questions and content offer planning

Section 1: THE BUYER'S JOURNEY MAP

On this section, you'll map what your buyers do at each stage of the buyer's journey.

Section 2 : BUYER'S JOURNEY QUESTIONS

On this section, you'll write down the questions your buyers have as they move through each stage in the buyer's journey – from researching their problem to identifying possible solutions to determining the right vendor.

Section 3: CONTENT PLANNING

Use this section to help you identify specific content offers for each stage of the buyer's journey. You'll brainstorm:

- Ideas for content offers
- Ideas for blog posts that connect to your content offers
- Ways to promote each blog post and content offer

Awareness	Consideration	Decision
What symptoms is your buyer experiencing? How does your buyer know a problem exists?	What are all the possible ways your buyer might be able to solve this problem?	What business offers these possible solutions to their problems?
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Awareness	Consideration	Decision
Summarize here the problem your buyer is trying to solve.		
As your buyer is trying to educate him/herself about this problem, what questions does the buyer have?	As your buyer is researching possible solutions to this problem, what questions does the buyer have?	As your buyer is evaluating who can solve their problem, what questions does the buyer have?
<div>• Question:</div> <div>• Question:</div> <div>• Question:</div>	<div>• Question:</div> <div>• Question:</div> <div>• Question:</div>	<div>• Question:</div> <div>• Question:</div> <div>• Question:</div>

Section 3: CONTENT PLANNING

Awareness	Consideration	Decision
Summarize here the problem your buyer is trying to solve.		
Goal: High-level content to educate buyer about what the problem is and why the problem exists.	Goal: More targeted content that helps the buyer determine the best approach to solve the problem.	Goal: Highly specific content that positions your company as the right solution.
Examples: ebook, how-to guide, worksheet, white sheet	Examples: comparison guide, checklist, webinar, quiz or self-assessment	Examples: buying guide, demo, free consultation, free trial, book a meeting
What is my content offer?	What is my content offer?	What is my content offer?
What blog posts supports this offer?	What blog posts supports this offer?	What blog posts supports this offer?
Where can I promote these offerings? Examples: Social media, email, paid ads, etc.	Where can I promote these offerings? Examples: Social media, email, paid ads, etc.	Where can I promote these offerings? Examples: Social media, email, paid ads, etc.



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