



CLIENT JOURNEY MESSAGING

THEIR STEP	YOUR TASK	MESSAGE TONE	EMOTION	LOGIC
AWARENESS	Be there	When you are casually speaking to someone or doing an introduction pitch at a networking event, you are building awareness. Your messages should follow the simple question of: Do you feel like this? CTA: Have a 1-2-1, check out my website, read this blog	HIGH	LOW
INTEREST	Be relevant	Once a prospective client is interested, you need to be gaining information from them to focus on relevance . Don't pitching too early. This pitch should follow in the tone of: This is what you could do CTA: Further 1-2-1, send email about their circumstance	MEDIUM	MEDIUM
EVALUATION	Get Permission	This is where you begin building permission by illustrating how you've helped other clients in a similar situation. You do this by showing how it's worked with your other clients CTA: Ask to begin casework, further 1-2-1	LOW	HIGH
TRIAL	Provide a solution	This can be touched on, but casework SHOULD NOT BE PROVIDED until the client has agreed as it can leave many feeling rushed into a sale . This is the heart of the pitch and gets into the sales process and can be overwhelming if they aren't ready.. CTA: your sales process	LOW	HIGH
ADOPTION	Permission & Purpose	Describe what is going to happen, keep them informed during each stage. It helps the client anticipate a resolution and builds rapport & referrals. CTA: let us know if you have questions	MEDIUM	MEDIUM
LOYALTY	Purpose builds audience	Service after the solution is one of the most important aspects to building referrals and repeat business. Make sure you stay in touch with your client. CTA: let us know how we did & tell us how you are	HIGH	LOW