

VALUE JOURNEY WORKSHEET

ASCEND

What can you do ascend in their mind?

ADVOCATE

How can you get them to buy even more?

RAVING FAN

How will you know that they are a raving fan?

EXCITE

How can you deliver a little more than they are expecting?

CONVERT

What can you do to get them to buy?

AWARENESS

What can you do to increase awareness?

ENGAGEMENT

How can you get them to engage with you?

SUBSCRIBE

What can you get them to subscribe to to build trust?