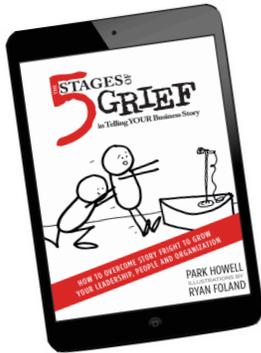## The Road of Trials: Mapping Your Customer's Journey

All lasting brands focus on creating happy patrons, and mapping your customer journey is an important process to build engagement and loyalty. But designing compelling customer experiences can be arduous. So we've simplified the exercise to help you get started.

Think of your customer journey as a three-act story. Act I is *brand awareness* that sets the stage for engagement. Act II is *brand adoption* when they experience the highs and lows of your offering. Act III is *brand appreciation* when your story has become their story, and they start sharing it with their world.

But like all epic stories, you have many turns, trials and triumphs along the way. This simple worksheet will get you on the road. Here's how we have designed our high-level customer experience at the Business of Story. Use our examples to inspire your own customer story arc at the bottom of the page.

Brand Awareness	Brand Adoption	Brand Appreciation
When a prospect first finds the Business of Story, we provide them with invaluable FREE advice, including our weekly podcasts, monthly online magazine, blog posts, ebooks, and storytelling tools that they can immediately apply to become more engaging storytellers.	Experiencing the power of our proven Story Cycle System™ is the best way to engage new customers for consulting, speaking and workshops. So we give them our *What's Your Story?* field notebook and guide them through the process to craft their personal and/or professional brand story.	People who we've helped clarify their brand stories share their new narratives on our podcast and results page, and through their own channels. Plus, the keynote and workshop attendees we inspire happily tell their new stories online creating powerful word of mouth marketing for all.

What Invaluable FREE Advice Do You Offer?

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What Magical Experience Do You Make Happen?

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How Do You Help Them Share Their/Your Story?

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