

CUSTOMER JOURNEY FORM

What is your Business Name?

Can you please describe your business.

What's one thing your business does exceptionally well that others don't?

What makes your business unique compared to others in your industry?



CUSTOMER JOURNEY FORM

Who is your ideal Customer?

What are common goals or needs they have?

What does your ideal customer value most in your product or service?



CUSTOMER JOURNEY FORM

What kind of customers would you like to get more of?

What's the biggest challenge or frustration your customers face before coming to you?

How do your customers feel after using your service/product?



CUSTOMER JOURNEY FORM

What are some common worries or concerns customers have before they decide to work with you?

What's one reason a customer might hesitate to choose your business?

How do you address these concerns or objections?



CUSTOMER JOURNEY FORM

What are the typical steps a customer goes through before deciding to purchase from you?

What's one thing that often surprises customers when they start working with you?

Can you share a positive experience or feedback you've received from a customer?



CUSTOMER JOURNEY FORM

What's something you wish more customers knew about your business?

What's your Company's Mission?

What's your Company's Vision?

What are your Company's Values?

