

Buyer's Journey Worksheet

The buyer's journey is the process buyers go through to become aware of, evaluate, and purchase a new product or service. The journey is a three-step process:

1. Awareness Stage: The buyer realizes they have a problem.
2. Consideration Stage: The buyer defines their problem and researches options to solve it.
3. Decision Stage: The buyer chooses a solution.

Each guest persona should have content mapped to their phase in the Buyer's Journey.

Examples:

Awareness – “It’s been a long time and I need a vacation to relax and connect with my family.”

Consideration – “I can’t decide between a beach vacation or a mountain vacation, I’m going to research the pros and cons of each.”

Decision – “I have chosen a beach vacation. Now I need to decide between resort A and resort B, what are the benefits of each?”

Guest Persona

Phase in Journey

Content to Address Stage

