



Ask Yourself

- Do you ever wonder why your marketing isn't converting—even when your product is truly excellent?
- Have you invested countless hours in delivering a great service...but your customers rarely become loyal advocates?
- Are you tired of guessing what your customers truly feel, think, and want at every stage?
- Would you love to create a business where your customer experience fuels unstoppable growth and lasting freedom?

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17-Step Customer Journey

The 17-Step Customer Journey is a structured process that guides you to see your business through your *customer's eyes.*

*The journey you create is the story your customer will tell.
Make it worth repeating.*



17-Step Customer Journey

The 17-Step Customer Journey is a structured process that guides you to see your business through your *customer's eyes*.

- A detailed map of how a single customer...
 - Learns about your company
 - Considers your offerings
 - Decides to buy
 - Experiences your onboarding and support
 - Overcomes challenges
 - Ultimately receives the transformation you promise

Each of the 17 steps captures her experience across five essential lenses:

1. Physical Experience – what she sees, hears, and does
2. Thoughts – what she believes and questions
3. Feelings & Intensity – what she feels and how strongly
4. Interactions – who and what she engages with
5. Systems – the processes and tools that shape her journey

Every step of your customer's experience holds a hidden invitation: to build trust, delight, and devotion.



17-Step Customer Journey

Why It Matters:

Every step is a chance to...

- ✓ Build trust
- ✓ Create delight
- ✓ Remove friction
- ✓ Inspire loyalty

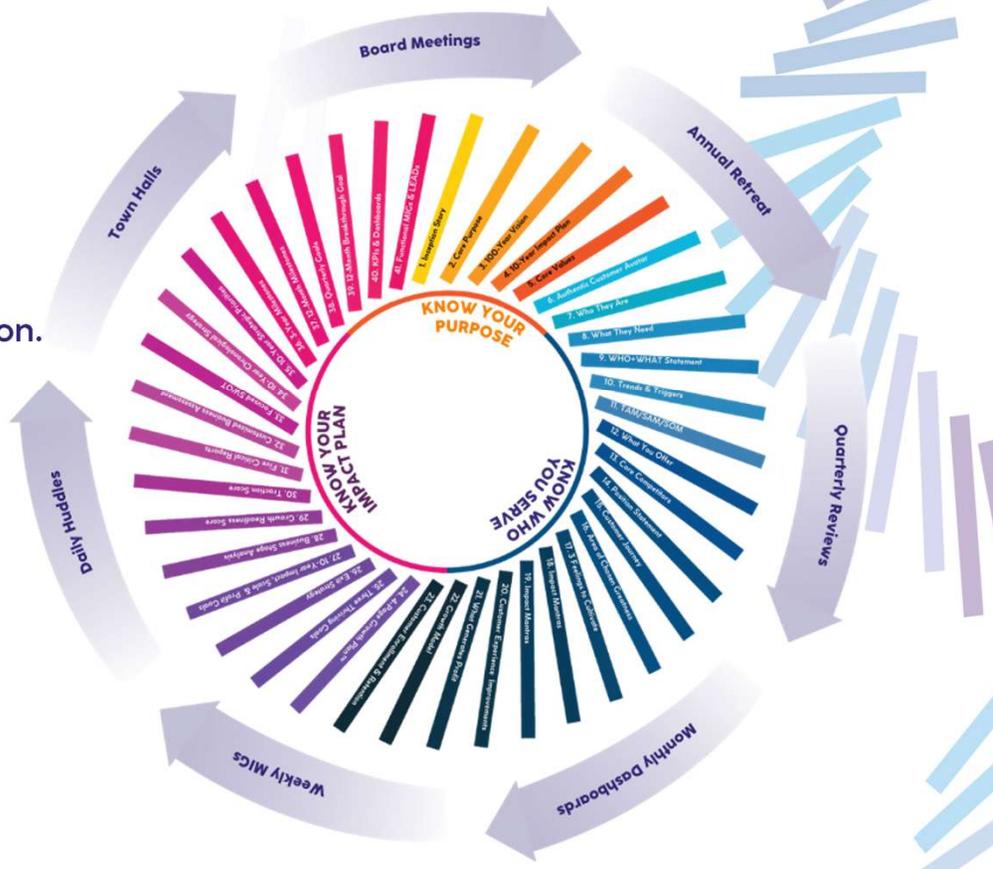
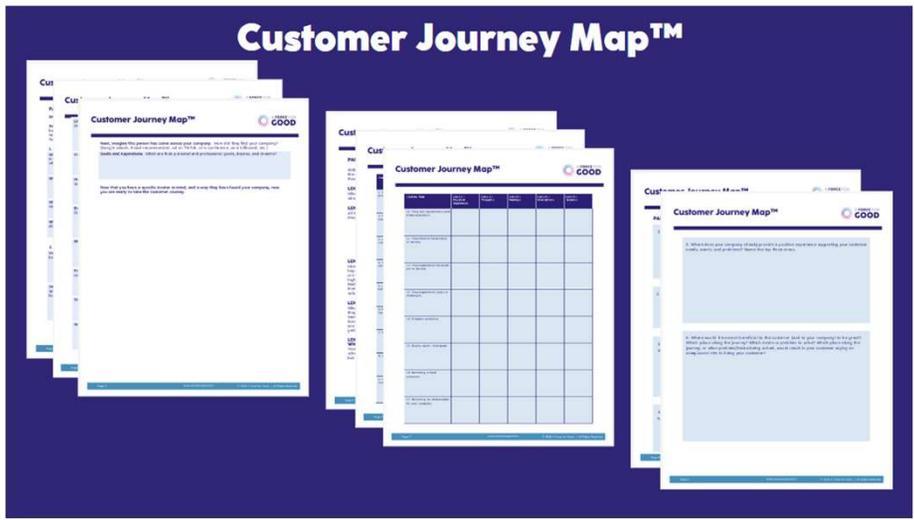
...or lose her forever.

A FORCE FOR GOOD Today's Focus

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- Core Growth Element: 17-Step Customer Journey
- Today's Tool: Customer Journey Map™
- Workshop Goals:
 1. Use the Customer Journey Map™
 2. Define 17-Step Customer Journey
 3. Identify one High-Leverage Habit and one High-Potency Action.

• Download the Customer Journey Map™ now!





Why Founders Don't Focus on the 17-Step Customer Journey

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- We assume we already know the customer.
- It feels overwhelming and time-intensive.
- We focus too narrowly on transactions.
- We fear uncovering gaps we can't fix.
- We underestimate how strategic this clarity can be.

Don't wait for customers to tell you what's **broken**.
Map the journey, and you'll know
before they ever say a word.



What are the 17 Steps?

1. They experience a problem, need, or desire.
2. They become aware of your company.
3. Initial interaction with your company.
4. They have an initial connection with your company.
5. Learning about your company and solutions.
6. Experiences that invite them to be a customer.
7. They decide to say yes.
8. Saying yes.
9. They are on-boarded as a customer.
10. They sign agreements and make payments.
11. They receive the product or service.
12. They experience the product or service.
13. They experience issues or challenges.
14. Problem resolution.
15. Buying again. And again.
16. Becoming a loyal customer.
17. Becoming an ambassador for your company.

A **remarkable** business isn't built in boardrooms.
It's built in the unseen moments where
customers decide to **believe** in you.



What are the 5 Lenses?

- **LENS 1 - PHYSICAL EXPERIENCE** - What is physically happening for them? Are they on a website, in a retail store, walking down the street, receiving a phone call, opening an email, at a meeting, etc.?
- **LENS 2 – THOUGHTS** - All the thoughts that pass through their mind, including these very important thoughts to imagine, perceive, and know:
 - Wants, needs, preferences. Specific thoughts about what they desire or need in that moment.
 - Most of this, of course, is unspoken.
 - Worries, objections, and concerns. Another specific type of thought you want to understand and know.
- **LENS 3 - FEELINGS AND INTENSITY** - How are they feeling? Indifferent, worried, concerned, hopeless, excited, annoyed, confused, hopeful, reluctant, desperate, grateful, ambivalent, desperate, exuberant? Imagine how they are feeling. Also, consider the level of intensity they are feeling what they are feeling. Circle or highlight emotions they are feeling intensely. (Hint: anywhere your customer has an intense feeling, positive or negative, is a place to focus attention as it offers an invitation to serve them remarkably, either meeting their joyful expectation or providing a much-needed solution.)
- **LENS 4 - INTERACTIONS WITH CONTENT/PEOPLE/TOOLS FROM YOUR COMPANY** - Who are the people from your company they interact with? What content, technology or tools they experience? Do they speak to someone in your sales department or customer service team? If they are seeing an ad on Google, or they are visiting your website and filling out a form, or is your sales person is meeting with them and delivering a presentation – all of these are the content, people, and tools your prospective customer is exposed to along the way of getting to know you.
- **LENS 5 - THE SYSTEMS THAT ARE HAPPENING IN THE BACKGROUND TO PRODUCE WHAT THEY ARE EXPERIENCING.** - Your marketing systems, social media systems, sales systems, product manufacturing system, scheduling systems, etc. Most of these things are not consciously experienced by your customer, but somewhere in their awareness, they know these systems exist.



Example: Savvy Shoelaces

- We will use Savvy Shoelaces as we model the Customer Journey Map™ today.

Step 1: Experiencing a Problem

- Physical: Pearl is shrieking in frustration trying to tie her shoes.
- Thoughts: *How can I fix this?*
- Feelings: Overwhelmed, frustrated.
- Interactions: Notices another child's bright shoelaces.
- Systems: None yet.

Step 14: Problem Resolution

- Physical: Clicking "Help!" link.
- Thoughts: *I hope someone can help me.*
- Feelings: Relief, hope.
- Interactions: Phone call with supportive customer service.
- Systems: Customer support platform.

Step 17: Becoming an Ambassador

- Physical: Sharing a video on Instagram.
- Thoughts: *Other moms need this!*
- Feelings: Empowered, excited.
- Interactions: Social media community.
- Systems: Digital marketing tools.



3 Core Growth Elements – Where It Fits on the 4-Page Growth Plan™

- 4-Page Growth Plan™ - In four pages is everything you need to know to unlock the puzzle of growth in your business.
- On Page 1 of your 4-Page Growth Plan™ - *Know Who You Serve*
- This section defines your customer – it inspires this Core Growth Element:
 - **17-Step Customer Journey**
- Influences everything on the 4-Page Growth Plan™.

The image shows a screenshot of the FFG 4-Page Growth Plan™ (4PGP™) document. The document is divided into four pages. The first page, 'KNOW YOUR PURPOSE', includes sections for Inception Story, Core Purpose, 100-Year Company Vision, 10-Year Impact Goal, and Core Values. The second page, 'KNOW WHO YOU SERVE', features a table for 'Authentic Customer - Offering' with columns for Who They Are, What They Need, WHO-SHALL STATEMENT, and Why - Trend & Triggers. Below this is a table for 'What You Offer' with columns for Core Competitors, Position Statement, and Chosen Area of Specialness. The third page, 'Customer Enrollment & Retention Funnel', shows a funnel diagram with four steps: 1 - Share Your Light - Channels, 2 - Deliver Profound Experiences - Methods, 3 - Ask Them to Be Your Customer - Methods, and 4 - Connect & Nurture - Methods. The fourth page contains financial metrics and goals. Two yellow circles highlight the 'Authentic Customer - Offering' table and the 'Customer Enrollment & Retention Funnel' diagram.



Customer Journey Map™

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17-Step Customer Journey

**TAKE THE CUSTOMER
JOURNEY**

HARVEST WISDOM



Customer Journey Map™

- Let's walk through the Customer Journey Map™
- Example:
 - Fictitious Company: Savvy Kids Shoelaces
 - 17-Step Customer Journey: Mother of a child



Pause to Acknowledge Wisdom

New Clarity, Deeper Knowing. Practical Power.

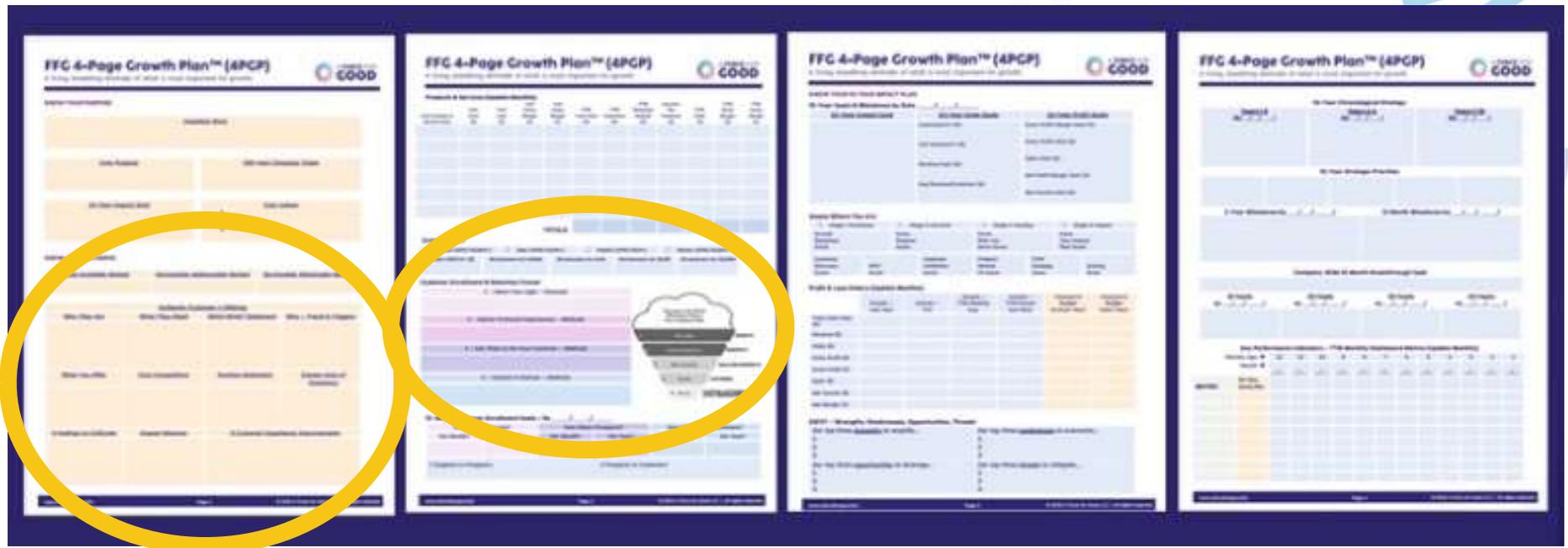
- ✓ 17 detailed steps of your customer's experience
- ✓ Critical emotional moments that shape trust
- ✓ Friction points and opportunities to shine
- ✓ A shared perspective you can align your team around
- ✓ The clarity to design experiences that delight and retain

*Every **bottleneck** in your business can be traced to a moment in your customer journey that was never fully seen.*



Update Your 4-Page Growth Plan

Update What Generates Profit using your
17-Step Customer Journey



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High-Leverage Habits

- What Are High-Leverage Habits? High-Leverage Habits are repeatable practices that almost guarantee breakthrough results.
- What High-Leverage Habit can you implement to stay connected to your 17-Step Customer Journey?
 - ✓ Review one journey step in every weekly leadership meeting
 - ✓ Host a monthly “Voice of the Customer” reflection session
 - ✓ Share one customer story every Friday
 - ✓ Revisit and update your map quarterly
 - ✓ Integrate this journey into onboarding for every new team member

*Scale doesn't come from more transactions.
It comes from more moments of **trust**.*

Choose one
**HIGH-
LEVERAGE
HABIT**
you will start this
week.



Identify High-Potency Action

- What is a High-Potency Action? – *A one-time, high-impact action that propels your company forward.*
- What one action will you take this week to bring your customer journey to life?
 - ✓ Interview three customers to validate your journey
 - ✓ Create a visible Customer Journey Wall in your office
 - ✓ Train your team to use this journey in their daily work
 - ✓ Identify and fix your top two friction points
 - ✓ Draft a customer story illustrating each step

*Breakthrough decisions start by asking:
What does she **feel** right here?*

Choose one
**HIGH-POTENCY
ACTION**
Improve you will take
this week.



What We Did Today ✨

- Defined one Core Growth Element:
 - 17-Step Customer Journey
- Learned how to use the Customer Journey Map™
- Integrated them into 4-Page Growth Plan™
- Identified a High-Leverage Habit
- Committed to a High-Potency Action

*The best companies don't just meet needs.
They anticipate feelings—
and **rise** to meet them."*



A FORCE FOR
GOOD

The Book

- Learn more about the 17-Step Customer Journey and Customer Journey Map™ in Chapter 7
- Purchase the book and gain access to receive the Force for Good ToolKit™.
- Instructions for each tool.
- The full Force for Good System™

aforceforgood.biz/book





Force for Good Tool of the Week

- Every week we launch a new tool and masterclass.
- Get the recording and links by signing up.

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Thank you!

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