



MAILCHIMP

WITH ROBIN ADAMS

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CUSTOMER PATH WORKSHEET

	STAGE		EXISTING PROCESS	CHANGES TO BE MADE	
HOT - MANY TO ONE	STAGE 9: PATRON TO ADVOCATE <small>GET THEM TO PROMOTE YOU</small>		SUCCESS CRITERIA:		
	STAGE 8: VIP TO PATRON <small>GET THEM TO GIVE YOU FEEDBACK</small>	↑	SUCCESS CRITERIA:		↑
	STAGE 7: CUSTOMER TO VIP <small>GET THEM TO BUY MORE PRODUCTS</small>	↑	SUCCESS CRITERIA:		↑
WARM: - ONE TO ONE	STAGE 6: LEAD TO CUSTOMER <small>GET THEM TO PURCHASE YOUR MAIN PRODUCT</small>	↑	SUCCESS CRITERIA:		↑
	STAGE 5: PLAYER TO LEAD <small>GET THEM EXCITED AT THEIR INVESTMENT</small>	↑	SUCCESS CRITERIA:		↑
	STAGE 4: PROSPECT TO PLAYER <small>GET THEM TO INVEST IN YOU</small>	↑	SUCCESS CRITERIA:		↑
COLD - ONE TO MANY	STAGE 3: SUSPECT TO PROSPECT <small>GIVE THEM SOMETHING TO COMMIT TO</small>	↑	SUCCESS CRITERIA:		↑
	STAGE 2: INFORMED TO SUSPECT <small>GIVE THEM SOMETHING TO KNOW WHAT MAKES YOU DIFFERENT</small>	↑	SUCCESS CRITERIA:		↑
	STAGE 1: UNINFORMED TO INFORMED <small>MAKE THEM AWARE YOU EXIST</small>	↑	SUCCESS CRITERIA:		↑
FREEZING	STAGE X: ZOMBIE TO ANYTHING! <small>GET THEM BACK IN THE GAME</small>	×			×

