

Buyer Journey Mapping Worksheet

Buyer Persona

Describe the target buyer persona...

Journey Stage	Buyer's Thoughts & Questions	Buyer's Actions	Touchpoints	Opportunities/Content Ideas
Awareness	<div>What is the buyer thinking?</div>	<div>What actions do they take?</div>	<div>Where do they interact?</div>	<div>How can we help/educate them?</div>
Consideration	<div>What are their needs?</div>	<div>What research do they do?</div>	<div>What channels do they use?</div>	<div>How can we position ourselves?</div>
Decision	<div>What are the final questions?</div>	<div>How do they decide?</div>	<div>What support, do they need?</div>	<div>What can we provide to help?</div>
Post-Purchase	<div>How do they feel after purchase?</div>	<div>What onboarding do they need?</div>	<div>How do we follow up?</div>	<div>Opportunities for retention?</div>

Additional Notes

Other observations or insights...