

# 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	What is the buyer thinking?	What actions do they take?	Where do they interact?	How can we help/educate?
Consideration	What are their needs?	What research do they do?	What channels do they use?	How can we position ourselves?
Decision	What are the final questions?	How do they decide?	What support, decisions?	What can we provide to support?
Post-Purchase	How do they feel after?	What onboarding steps?	How do we follow up?	Opportunities for retention?

## Additional Notes

Other observations or insights...