

Find the gaps in your journey.

Walk through one real customer path. Check what is true; circle what needs attention.

DISCOVERY

- ☐ Our message describes a specific customer problem.
- ☐ The promise is consistent from the entry point to the landing page.

DECISION

- ☐ The offer, deliverables, and next step are clear.
- ☐ Customers can find credible proof and answers to their main objections.

ACTIVATION

- ☐ We have named the first useful outcome for a new customer.
- ☐ New customers know the next step and where to get help.

RETENTION

- ☐ Messages respond to what customers have or have not done.
- ☐ We stop reminders once the relevant action is completed.

EXPANSION

- ☐ Our next offer follows a real customer need.
- ☐ We have a way to collect feedback and notice signs of disengagement.

Choose one gap to close.

Combine a customer observation with a measure. Pick a useful, manageable change.

01 Which transition needs attention?

From ____ to _____. What makes you think this is where people stop?

02 What have customers told you?

Capture actual questions or anonymized feedback. Separate evidence from guesses.

03 What will you change?

Describe the message, experience, or support you will improve.

04 How will you know it helped?

Measure: _____ Quality check: _____ Owner: _____ Review: _____

PUT IT TO WORK

Before automating: check consent, suppression rules, timing, and exit conditions. Test the journey with a safe test contact.