



CLIENT NAME

T H E C
L I E N
T J O U
R N E Y

01

The Packages

The purpose of each package in the client journey.

02

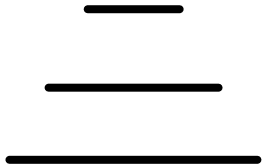
The Journey

The lifecycle of a client.

03

The Details

Detailed process steps of the journey.



CONTENTS

01:

THE PACKAGES

1

This package should be positioned as a one-off purchase and not for a first time buyer.

As the least profitable, you want to direct them to 2 > 3.

You do not want people to buy this.

2

This package should be positioned as the client journey entry point.

Once this package is purchased, you want to guide them into 3 as an exclusive membership program.

This is your default package.

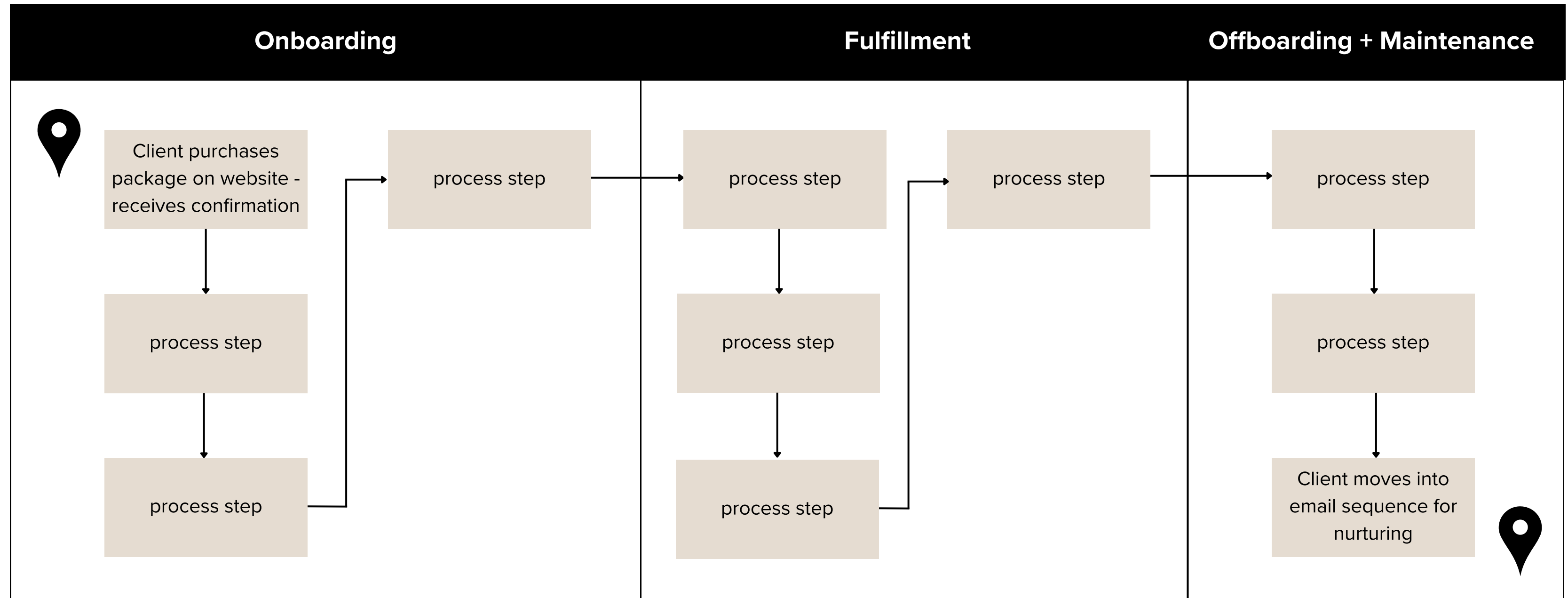
3

This package should be positioned as an exclusive membership only available after a first purchase.

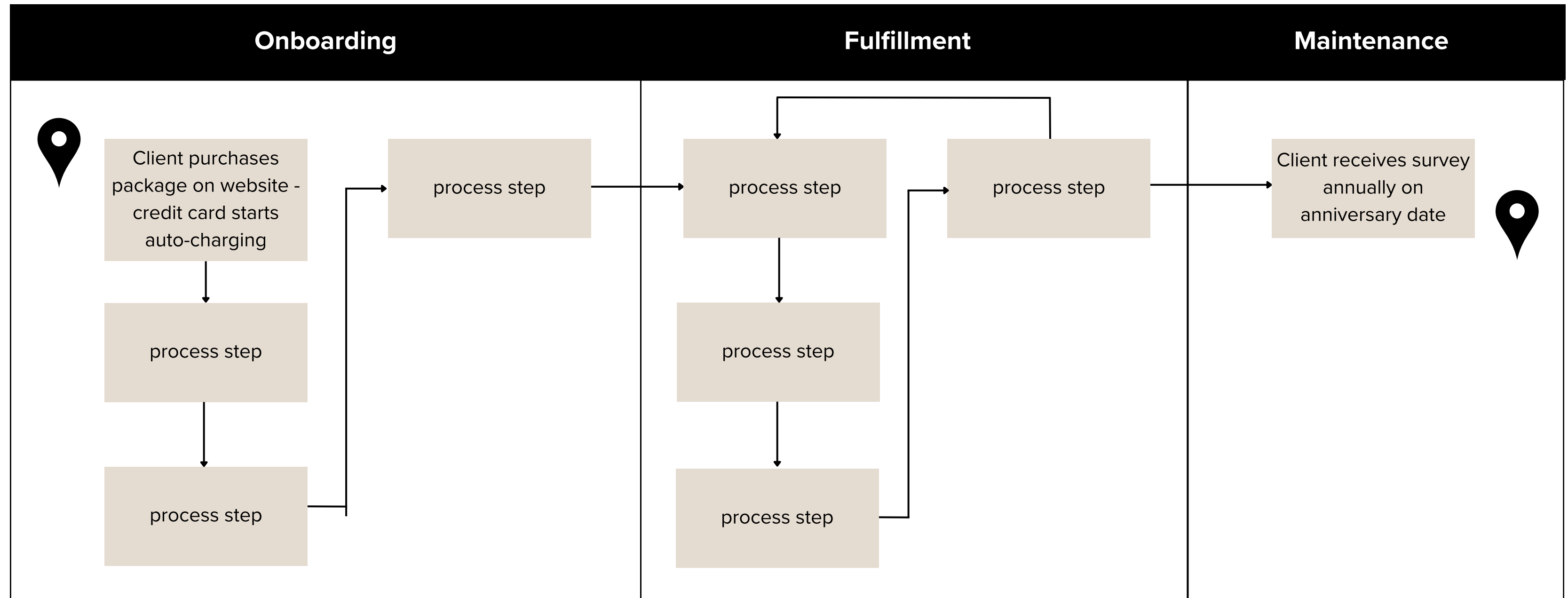
The goal is to convert clients to this package as their second purchase.

This is your bread and butter package.

02: THE JOURNEY [NEW CLIENT]



02: THE JOURNEY [SUBSCRIPTION]



03: THE DETAILS

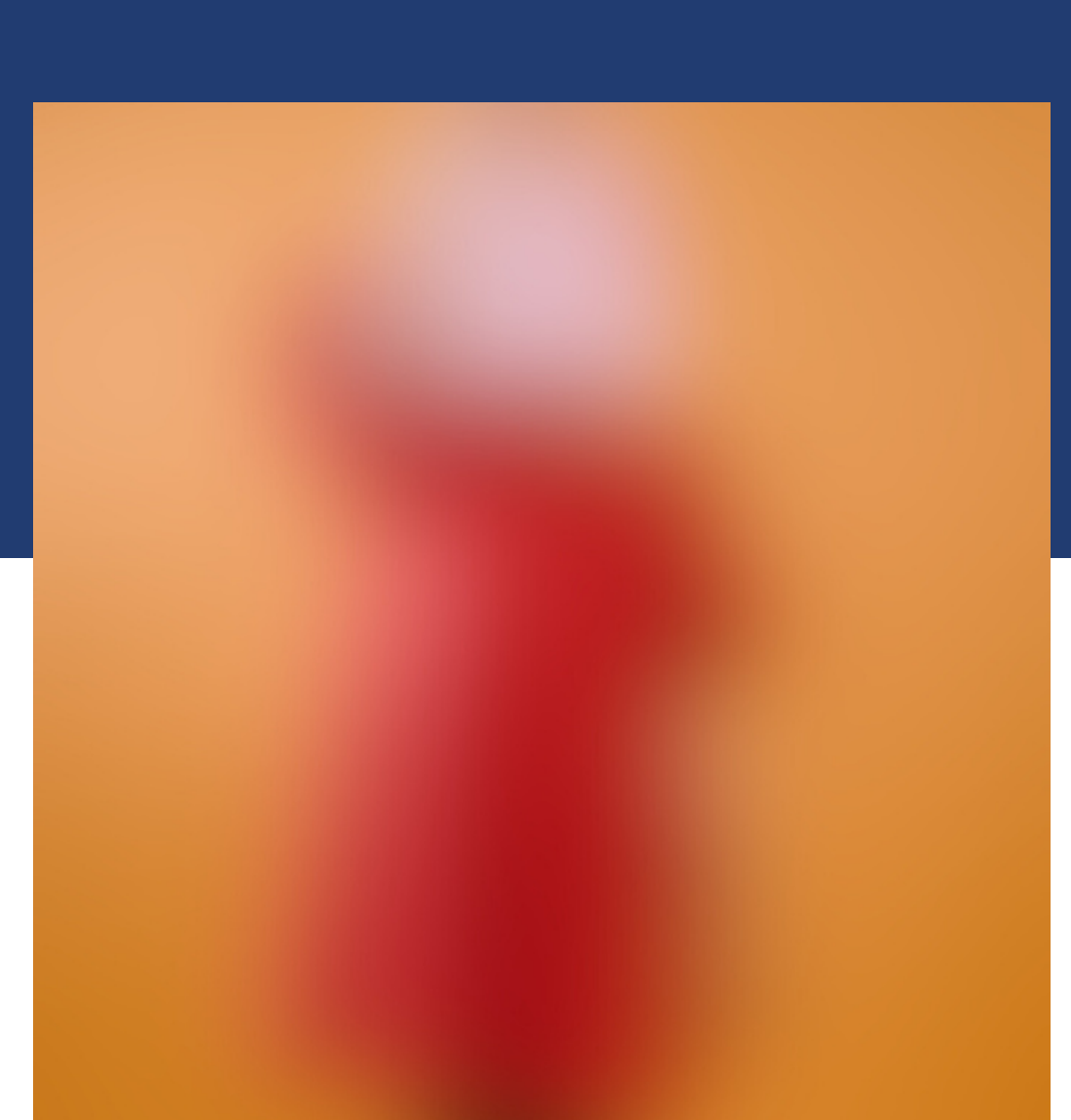
Onboarding

- more details and context about the process map steps for this phase



Fulfillment

- more details and context about the process map steps for this phase



Offboarding + Maintenance

- more details and context about the process map steps for this phase

**Client
Logo**

THE CLIENT JOURNEY

This document was developed for internal use
exclusively by [client name].

