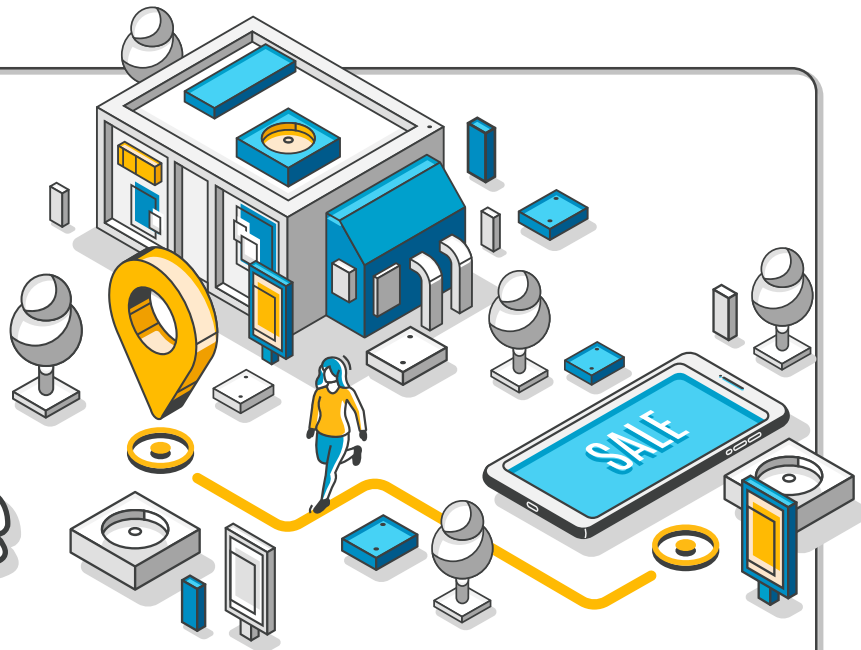


# Buyer's Journey Template



This template sheds light on what your buyers go through during each stage of their journey. Review your buyer persona and conduct research while brainstorming for each point associated with the awareness, consideration, and decision stage.

## Awareness Stage

How our buyers describe goals and challenges	
How our buyers educate themselves	
Consequences of inaction	
Common misconceptions our buyers have	
How our buyers decide on priorities	

## Consideration Stage

Solution categories that our buyers research	
How our buyers learn about each category	
How our buyers assess advantages	
How our buyers evaluate disadvantages	
Deciding factors for finding the right category	

## Decision Stage

Buying criteria our buyers apply to all solutions	
Aspects our buyers like and dislike about our solutions, as compared to our competitors	
Expectations for engaging with our solutions before they make a final decision	
People involved in the buyer's decision making process and how each of their perspectives may differ	
Deciding factors for finding the right category	