

DIGITAL CONTENT  
**SOLUTIONS**

## Buyer's Journey Worksheet

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A step-by-step worksheet to help you understand how clients discover, compare, and decide.

**Start Here → Complete your Buyer Persona first for best results.**

Your Buyer Persona defines **who** your client is, their goals, values, and challenges. This worksheet builds on that foundation to map **how** they move from awareness to action.

If you haven't filled out your Buyer Persona Worksheet yet, grab it here:

<https://www.createdcs.com/free-buyer-persona-worksheet>

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### Step 1: Define Your Business Context (Start with Your Buyer Persona)

Before you map your Buyer's Journey, you need to know **who your client is**. If you've already completed the **Buyer Persona Worksheet**, reference it here:

**Reference Your Persona:**

- Name of Persona: \_\_\_\_\_
- Occupation / Lifestyle: \_\_\_\_\_
- Main Goal or Motivation: \_\_\_\_\_
- Primary Challenges or Pain Points: \_\_\_\_\_

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## Now summarize your business context:

*Example:* “I own a medspa that helps busy professionals feel confident through personalized facials and injectables.”

*Template:* “I own a [Business] that [what do you do] through [how you accomplish that].”

## Remember:

Your Buyer Persona tells you *who* you’re speaking to.

Your Buyer’s Journey reveals *what* they’re thinking before they say yes.

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## Step 2: Awareness Stage- They Realize a Problem

At this stage, your client becomes aware of a problem, desire, or need. They’re not ready to buy yet, they’re looking for information and guidance.

### What your clients are thinking:

*(What triggers their awareness? What problems or goals make them start searching?)*

- \_\_\_\_\_
- \_\_\_\_\_

### What they’re searching for online:

*(List 3 search phrases or questions.)*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### How you can show up:

*(Ideas for educational, trust-building content — blog posts, reels, emails, resources.)*

- \_\_\_\_\_
- \_\_\_\_\_

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## **AI Prompt:**

"List 5 common questions my ideal clients might ask when they first realize they need help with [your service or product]."

## **Example:**

"List 5 questions my ideal clients might ask when they first realize they need help improving their skin health."

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## Step 3: Consideration Stage- They Compare Options

Now your client is aware of the problem and is exploring solutions. They're comparing their options, reading reviews, and deciding who they feel is trustworthy.

### **What your clients are thinking:**

*(What questions or concerns do they have as they research solutions?)*

- \_\_\_\_\_
- \_\_\_\_\_

### **What they're comparing:**

*(Competitors, services, products, prices, testimonials, results, etc.)*

- \_\_\_\_\_
- \_\_\_\_\_

### **How you can show up:**

*(Ways to prove credibility — before/after photos, reviews, comparisons, guides.)*

- \_\_\_\_\_
- \_\_\_\_\_

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## AI Prompt:

"List 3 reasons a client might choose my [business] over a competitor and 3 reasons they might hesitate to [take what action]."

## Example:

"List 3 reasons a client might choose my medspa over a competitor and 3 reasons they might hesitate to book."

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## Step 4: Decision Stage- They're Ready to Act

Here your client is ready to make a decision, but may still need reassurance. This is your opportunity to remove hesitation and make the next step clear and easy.

### What your clients are thinking:

*(Final thoughts before taking action — hesitations, trust questions, or need for reassurance.)*

- \_\_\_\_\_
- \_\_\_\_\_

### What they need from you:

*(Clear offers, proof, or calls to action.)*

- \_\_\_\_\_
- \_\_\_\_\_

### How you can show up:

*(Ways to make saying 'yes' simple — streamlined booking, strong testimonials, guarantees, etc.)*

- \_\_\_\_\_
- \_\_\_\_\_

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## AI Prompt:

“What can I add to my website, offer page, posts, or booking process to build trust and make clients feel confident [desired action]?”

## Example:

“What can I add to my website, offer page, posts, or booking process to build trust and make clients feel confident booking a first-time facial?”

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## Step 5: Apply Your Insights

Now that you’ve mapped your buyer’s journey, review your marketing strategy. Look for gaps, patterns, or areas where your message doesn’t meet your client’s mindset.

### What stage do most of your current posts or offers focus on?

☐ Awareness    ☐ Consideration    ☐ Decision

### Where are you missing connection points?

*(Example: “I don’t create enough educational content for new audiences.”)*

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### What can you do this week to fill that gap?

1. \_\_\_\_\_
2. \_\_\_\_\_

## AI Prompt:

“Based on my client’s buyer’s journey, create 3 content ideas for each stage (awareness, consideration, decision) that help guide them toward [desired action].”

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## Next Step: Plan Your Content

You've mapped **how your clients think**.  
Now it's time to plan **what you say**.

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