

# MAP THE BUYER JOURNEY — FIND THE GAPS KILLING YOUR LEADS

YOU CAN'T FIX WHAT YOU CAN'T SEE. EVERY UNBOOKED LEAD DIES SOMEWHERE IN YOUR FUNNEL — TODAY YOU FIND OUT WHERE.

BUYER JOURNEY

## INSTRUCTIONS:

Leads don't ghost for fun. They ghost because your nurture path breaks down — no clear next step, no trust, no urgency.

This worksheet helps you trace the buyer's path from first click → booked call and spot exactly where they drop off.

By the end of this page, you'll know:

1. Which stage loses the most leads
2. What message they need to hear next
3. Where to start building your email sequence

## THE GUIDE:

### STEP 1:

Name Your Offer

Fill in the blank:  
I'm selling \_\_\_\_\_ to \_\_\_\_\_.

Example: "Web design systems to real estate agents."

### STEP 2:

List Your Traffic Sources

Fill in the blank:  
My leads mostly come from \_\_\_\_\_.

Example: "Facebook ads + referrals."

### STEP 3:

Map Their First Step

Fill in the blank:  
The first thing a prospect does before joining my list is \_\_\_\_\_.

Example: "Download a lead magnet or book a strategy call."

### STEP 4:

Plot the Path to Purchase

Use this template to visualize:  
Ad → Opt-in → Emails → Call → Close

Fill in each step for your funnel.

### STEP 5:

Identify the Leaky Stage

Fill in the blank:  
Most leads go cold after \_\_\_\_\_.

Example: "Filling out the form but never booking a call."

### STEP 6:

Diagnose Why

Multiple choice  
(check all that apply):

- ☐ They don't trust me yet
- ☐ They don't see the value
- ☐ They don't feel ready
- ☐ I never follow up consistently
- ☐ Other: \_\_\_\_\_

### STEP 7:

Find the Missing Message

Fill in the blank:  
The main belief I need to build at that stage is \_\_\_\_\_.

Example: "That my system works for people like them."

### STEP 8:

Pinpoint Your Proof

Fill in the blank:  
The best proof I could share to build that belief is \_\_\_\_\_.

Example: "A client story showing results in 2 weeks."

### STEP 9:

Commit to the Fix

Fill in the blank:  
I'll start my nurture sequence at the \_\_\_\_\_ stage to fix this gap.

Example: "After they download the lead magnet."

### STEP 10:

Summarize Your Buyer Journey

1. Traffic source: \_\_\_\_\_
2. Opt-in offer: \_\_\_\_\_
3. Trust gap: \_\_\_\_\_
4. Proof needed: \_\_\_\_\_
5. Next step: \_\_\_\_\_

## Why It's Important:

You can't write a nurture sequence that converts if you don't know where the conversation is breaking.

This map gives you the x-ray view of your buyer journey — so every email you write next week attacks the real problem, not the symptom.

## You've identified the leaks.

Tomorrow, you'll start **writing the first three emails** that patch those holes — the Awareness, Authority, and Story emails that turn cold leads warm.

Need help auditing your full funnel?  
Book a free strategy session:

[square1grp.com/brainstormsession](https://square1grp.com/brainstormsession)