

# REFRAME THE BUYING JOURNEY

PEOPLE DON'T "DECIDE" RANDOMLY. THEY MOVE THROUGH STRUCTURE—OR THEY DRIFT.

BUYING JOURNEY

## HOW TO USE THIS WORKSHEET

If interest forms but buying doesn't happen, the problem isn't motivation. It's **path design**.

Most solopreneurs don't have a buying journey — they have conversations. They don't have structure — they have interactions. They don't have decisions — they have dialogue.

Today, you rebuild the path from curiosity to commitment.

## THE WORKSHEET:

<p><b>1. Map your current buyer path</b></p> <p>Write what actually happens today:</p> <p>Lead comes in → _____          → _____ → _____          → _____</p> <p>Example:          Lead → DM → call → proposal          → silence</p> <p>Your path:          _____</p>	<p><b>2. Where does structure disappear?</b></p> <p>Finish this sentence:          "Structure breaks down at _____."</p> <p>Examples:          • first call          • after pricing          • after proposal          • after demo          • after follow-up</p> <p>Write yours:          _____</p>	<p><b>3. What replaces structure?</b></p> <p>Choose what fills the gap.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Open-ended conversations</li> <li><input type="checkbox"/> Vague next steps</li> <li><input type="checkbox"/> Hope</li> <li><input type="checkbox"/> Waiting</li> <li><input type="checkbox"/> Follow-ups</li> <li><input type="checkbox"/> Chasing</li> <li><input type="checkbox"/> Reminders</li> <li><input type="checkbox"/> Nurture</li> </ul> <p>This is drift.</p>	<p><b>4. Define the real buying journey</b></p> <p>Finish this sentence:          "A real buying journey should move someone from _____ to _____."</p> <p>Examples:          • confusion → clarity          • interest → decision          • curiosity → commitment          • attention → action</p> <p>Write yours:          _____</p>	<p><b>5. Identify your missing transition</b></p> <p>Where should a clear shift happen?</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Curiosity → seriousness</li> <li><input type="checkbox"/> Interest → intent</li> <li><input type="checkbox"/> Conversation → commitment</li> <li><input type="checkbox"/> Evaluation → decision</li> </ul> <p>Check one.</p>
<p><b>6. Design the missing step</b></p> <p>Finish this sentence:          "I need a structured step that moves people from _____ to _____."</p> <p>Example:          • interest to intent          • talking to deciding          • questions to commitment</p> <p>Write yours:          _____</p>	<p><b>7. Define your decision point</b></p> <p>Every journey needs one.</p> <p>Finish this sentence:          "The buyer should make a clear decision at _____."</p> <p>Examples:          • the end of the call          • after the offer          • after the demo          • after the strategy session</p> <p>Write yours:          _____</p>	<p><b>8. What is the decision?</b></p> <p>Be explicit.</p> <p>Finish this sentence:          "The decision is not 'think about it.' The decision is _____."</p> <p>Examples:          • yes or no          • move forward or don't          • commit or walk away          • implement or stay stuck</p> <p>Write yours:          _____</p>	<p><b>9. What makes that decision feel safe?</b></p> <p>Choose what must exist.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Structure</li> <li><input type="checkbox"/> Boundaries</li> <li><input type="checkbox"/> Leadership</li> <li><input type="checkbox"/> Simplicity</li> <li><input type="checkbox"/> Direction</li> <li><input type="checkbox"/> Certainty</li> </ul> <p>Check one.</p>	<p><b>10. Lock the reframe</b></p> <p>Finish this sentence:          "Buying is not a moment. It's a _____."</p> <p>Examples:          • process          • journey          • path          • sequence          • system</p> <p>Write yours:          _____</p>

### Why This Matters:

People don't avoid buying — they avoid confusion. They don't resist decisions — they resist uncertainty. They don't fear commitment — they fear ambiguity. When you replace conversations with structure, and replace drift with direction, and replace talking with transitions, buying becomes natural instead of forced. Tomorrow, we install the **commitment system** that turns interest into action.

If you want help building a real buying journey instead of chasing conversations:

<https://square1grp.com/brainstormsession>