

| CURRENT STAGE           |                               | NEXT STAGES |       |
|-------------------------|-------------------------------|-------------|-------|
| Stage 1 of 3: Suspect   |                               | Prospect    | Buyer |
| <b>Awareness</b>        |                               |             |       |
| My suspect is thinking: | I'll interact with them here: |             |       |
|                         | •                             |             |       |
|                         | •                             |             |       |
|                         | •                             |             |       |
| My call to action is:   | •                             |             |       |
|                         | I have this content for them: |             |       |
|                         | •                             |             |       |
| My suspect will         | •                             |             |       |
| take action when:       | •                             |             |       |
|                         | •                             |             |       |
| <b>Consideration</b>    |                               |             |       |
| My suspect is thinking: | I'll interact with them here: |             |       |
|                         | •                             |             |       |
|                         | •                             |             |       |
|                         | •                             |             |       |
| My call to action is:   | •                             |             |       |
|                         | I have this content for them: |             |       |
|                         | •                             |             |       |
| My suspect will         | •                             |             |       |
| take action when:       | •                             |             |       |
|                         | •                             |             |       |
| <b>Selection</b>        |                               |             |       |
| My suspect is thinking: | I'll interact with them here: |             |       |
|                         | •                             |             |       |
|                         | •                             |             |       |
|                         | •                             |             |       |
| My call to action is:   | •                             |             |       |
|                         | I have this content for them: |             |       |
|                         | •                             |             |       |
| My suspect will         | •                             |             |       |
| take action when:       | •                             |             |       |
|                         | •                             |             |       |

| PREVIOUS<br>STAGE | CURRENT STAGE  |   | NEXT<br>STAGE |
|-------------------|--|---|---------------|
| Suspect           | Stage 2 of 3: Prospect   |   | Buyer         |
|                   | <b>Lead</b>  |   |               |
|                   | <p>My prospect is thinking:</p> <p>My call to action is:</p> <p>My prospect will take action when:</p> | <p>I'll interact with them here:</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul> <p>I have this content for them:</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul> |               |
|                   | <b>Opportunity</b>   |   |               |
|                   | <p>My prospect is thinking:</p> <p>My call to action is:</p> <p>My prospect will take action when:</p> | <p>I'll interact with them here:</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul> <p>I have this content for them:</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul> |               |
|                   | <b>Commitment / Purchase</b>   |   |               |
|                   | <p>My prospect is thinking:</p> <p>My call to action is:</p> <p>My prospect will take action when:</p> | <p>I'll interact with them here:</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul> <p>I have this content for them:</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul> |               |

| PREVIOUS STAGE | PREVIOUS STAGE | CURRENT STAGE  |   |
|----------------|----------------|--|---|
| Suspect        | Prospect       | Stage 3 of 3: Buyer  |   |
|                |                | <b>Engage</b>  |   |
|                |                | <p>My client is thinking:</p> <p>My call to action is:</p> <p>My client will take action when:</p> | <p>I'll interact with them here:</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul> <p>I have this content for them:</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul> |
|                |                | <b>Loyalty</b>   |   |
|                |                | <p>My client is thinking:</p> <p>My call to action is:</p> <p>My client will take action when:</p> | <p>I'll interact with them here:</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul> <p>I have this content for them:</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul> |
|                |                | <b>Endorsement</b>   |   |
|                |                | <p>My client is thinking:</p> <p>My call to action is:</p> <p>My client will take action when:</p> | <p>I'll interact with them here:</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul> <p>I have this content for them:</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul> |