

5 KEY INGREDIENTS



To A Badass Customer Journey

The Five Steps Followed by **Every Successful** Eight-Figure Business



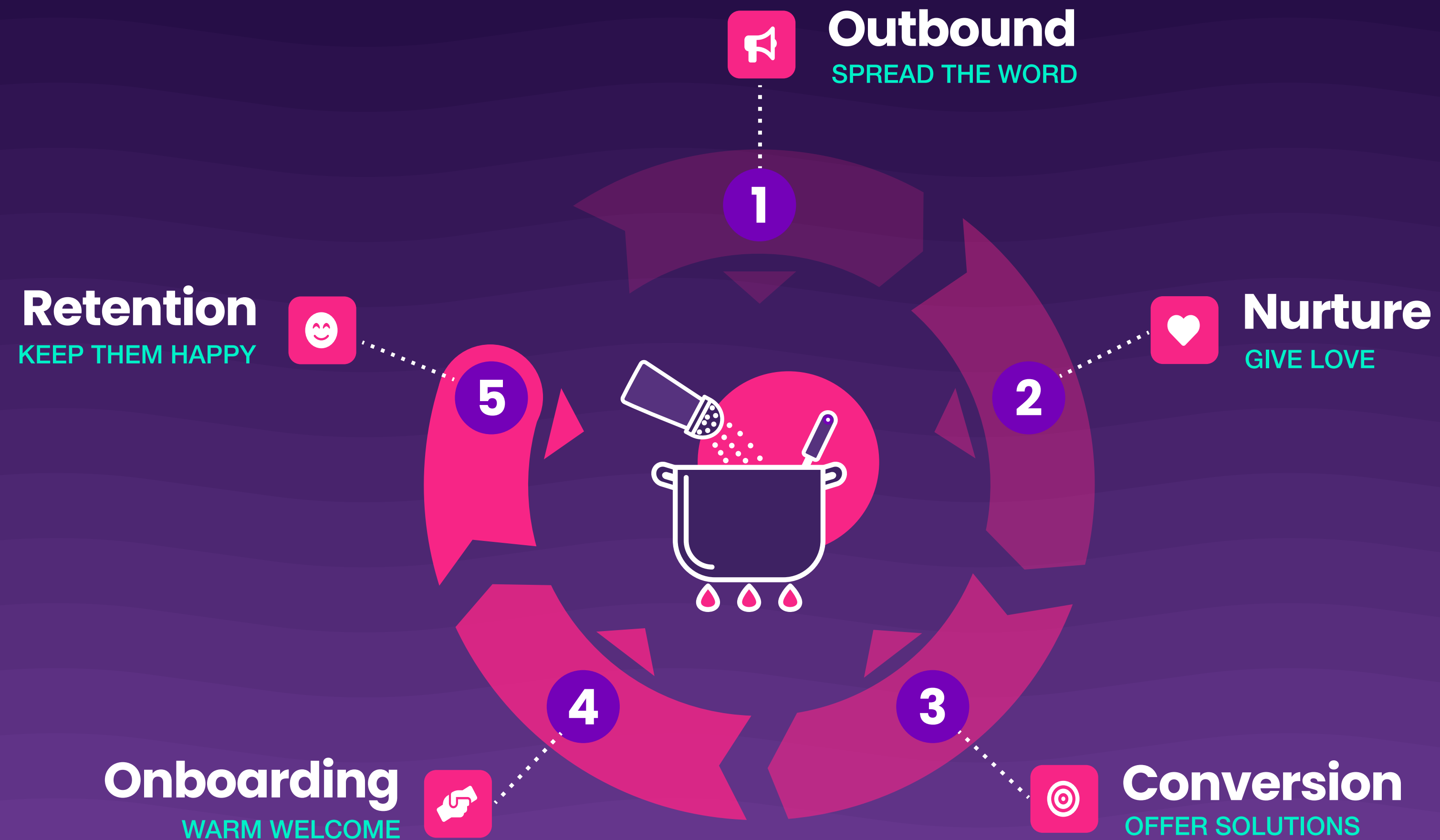
Chris Baden
FlowChat Co-Founder

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Cooking a Successful Customer Journey

5 KEY INGREDIENTS










Outbound

-  We consider outbound as content, paid ads, attending events, outreach via DM, etc. Any type of consistent outbound effort of telling more people your business exists is a must!



Nurture




 This works best in a low-pressure environment to build more rapport.
Some effective examples of quality nurturing are:

-  COMMUNITY – FB GROUPS, DISCORD, SLACK, SKOOL, MIGHT NETWORKS, ETC
-  CHALLENGES
-  2 DAY VIRTUAL EVENTS
-  VSLS
-  YOUTUBE CHANNEL
-  NEWSLETTER
-  SOCIAL MEDIA / DMS

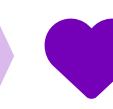




Conversion

-  By this stage the prospect is aware of their problem and that you are the one that can solve it. They are ultimately deciding if you are the person they want to work with.
-  For offers that are \$2k or less, closing via DM, Funnel or Webinar can work great.
-  For offers \$2k or above Zoom calls or regular calls tend to convert better.

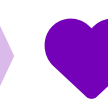






Onboarding

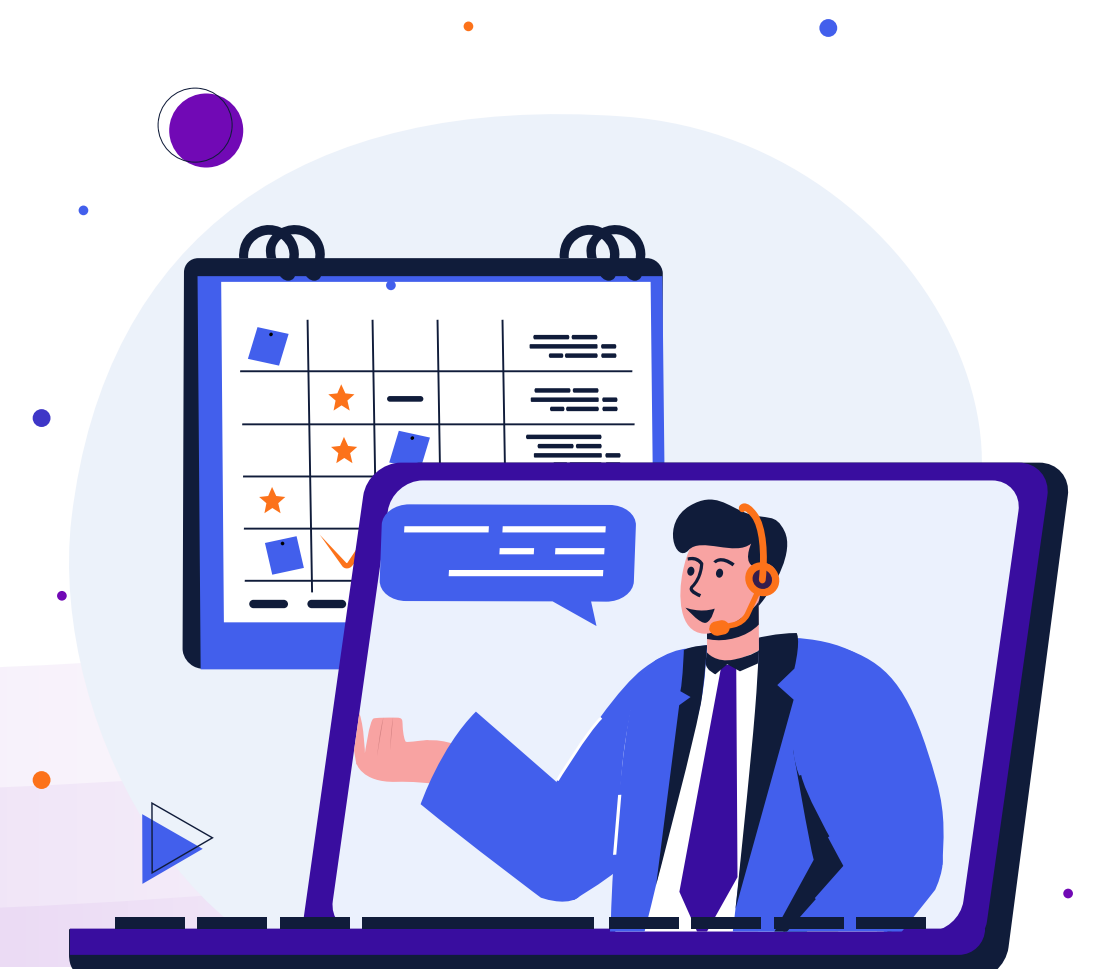
- 👉 This is possibly one of the most critical parts of the customer journey!! Remember this, **customer experience in the first 48 hours determines repeat sales**. Creating a positive onboarding experience is what helps build a customer for life!
- 👉 Here are some things you can implement to create an impactful onboarding experience:
 - 🎧 **Onboarding Call** – 1-on-1 or group can work fine
 - 📋 **Fast Start Checklist** – this can be a PDF of the 4 to 7 things they need to do next to get a result or small win.
 - 🎥 **Training Videos** – Majority of people are visual learners and having preferably a series of 1 to 3 min videos going step by step works great.
- 👉 If you really want to nail this add all three of these!





Retention

-  A business without returning customers is a ticking time bomb. Having your customer journey mapped out so that you know exactly when to check in with them is crucial. For example, after our initial onboarding and support, we have a planned 3, 6, 9, and 11-month check-in. This is a planned proactive follow-up.
-  Of course, having communication channels for customers to reach out to themselves at any time is a must.





We map out this whole process in **FlowChat**

If you don't know what FlowChat is or just want to see how we used the methods above to collect over \$2 million in cash in 21 months, then book a call with our specialists:

Book your spot here:

<https://call.FlowChat.com/1on1>



They do this stuff everyday! This is a value call for you to see these processes put to work. So you can take them and implement them into your business.

Book a call! It's your time to go to the next level.