**\*\*VERY IMPORTANT: A CUSTOMER JOURNEY IS A HERO’S JOURNEY FROM THE POV OF THE ACCOMPLISHED DREAM, but also from the POV of each obstacle/overcome, BUT a customer journey is DIFFERENT FROM A HJ because in a CJ, the CUSTOMER convinces THEMSELVES to go on a journey with the value ladder *BECAUSE THEY ALREADY BELIEVE THEMSELVES TO BE THE HERO*, instead of being FORCED INTO IT.\*\***

**Nested Templated Value Ladder Structure:**

**Template Representation Language:[**

**Stage: The current level in the value ladder.**

**AIDA Cycle: The recursive process of Attention, Interest, Desire, Action applied at each stage.**

**Transformation: How the customer progresses and transforms through each AIDA cycle.**

**Interaction: The specific actions or offerings at each stage designed to move the customer through the AIDA cycle.]**

**Recursive Structure:[**

**Stage: 🧲 Lead Magnet (LM)**

**AIDA Cycle:**

**Attention: Free value offering grabs attention.**

**Interest: Content quality piques interest.**

**Desire: Recognition of additional needs.**

**Action: Opt-in or registration for more information.**

**Transformation: From visitor to engaged lead.**

**Interaction: Downloadable content, webinar sign-up.**

**Stage: 🔗 Trip Wire (TW)**

**AIDA Cycle (Restarted at TW):**

**Attention: Special offer captures attention of those who engaged with LM.**

**Interest: The low price and high value increase interest.**

**Desire: The offer creates desire by showcasing immediate value.**

**Action: Making the first purchase.**

**Transformation: From engaged lead to first-time customer.**

**Interaction: Special offer on a low-cost item or service.**

**Stage: 💡 Core Offering (CO)**

**AIDA Cycle (Restarted at CO):**

**Attention: Direct promotion based on previous interactions.**

**Interest: Detailed explanation of how CO addresses deeper needs.**

**Desire: Building a strong case for the value of CO.**

**Action: Purchase of CO.**

**Transformation: From first-time buyer to core customer.**

**Interaction: Promotion of CO, tailored to the individual’s previous engagements.**

**Stage: 🚀 Upsell (US)**

**AIDA Cycle (Restarted at US):**

**Attention: Post-purchase offer or showing related products that enhance the initial purchase.**

**Interest: Highlighting the benefits and additional value of the upsell.**

**Desire: Creating a need for the additional features or services.**

**Action: Additional purchase.**

**Transformation: From core customer to repeat customer.**

**Interaction: Post-purchase upsell, seamless checkout process.**

**Stage: 👑 Premium Offering (PO)**

**AIDA Cycle (Restarted at PO):**

**Attention: Exclusive offers or membership access.**

**Interest: Personalized benefits and high value of PO.**

**Desire: Aspiration to join the highest tier of service.**

**Action: Commitment to PO.**

**Transformation: From repeat customer to brand advocate.**

**Interaction: Invitation to premium programs, VIP support.**

**]**

**[🧲LM AIDA]**

**| -- Attention: Free value offering grabs attention.**

**| -- Interest: Content quality piques interest.**

**| -- Desire: Recognition of additional needs.**

**| -- Action: Opt-in or registration for more information.**

**| |**

**| └-- [CP Entry]: Visitor to Engaged Lead**

**|**

**└--> [🔗TW AIDA]**

**| -- Attention: Special offer captures attention of those who engaged with LM.**

**| -- Interest: The low price and high value increase interest.**

**| -- Desire: The offer creates desire by showcasing immediate value.**

**| -- Action: Making the first purchase.**

**| |**

**| └-- [CP Engaged]: Engaged Lead to First-Time Customer**

**|**

**└--> [💡CO AIDA]**

**| -- Attention: Direct promotion based on previous interactions.**

**| -- Interest: Detailed explanation of how CO addresses deeper needs.**

**| -- Desire: Building a strong case for the value of CO.**

**| -- Action: Purchase of CO.**

**| |**

**| └-- [CP Customer]: First-Time Buyer to Core Customer**

**|**

**└--> [🚀US AIDA]**

**| -- Attention: Post-purchase offer or showing related products that enhance the initial purchase.**

**| -- Interest: Highlighting the benefits and additional value of the upsell.**

**| -- Desire: Creating a need for the additional features or services.**

**| -- Action: Additional purchase.**

**| |**

**| └-- [CP Repeat]: Core Customer to Repeat Customer**

**|**

**└--> [👑PO AIDA]**

**| -- Attention: Exclusive offers or membership access.**

**| -- Interest: Personalized benefits and high value of PO.**

**| -- Desire: Aspiration to join the highest tier of service.**

**| -- Action: Commitment to PO.**

**| |**

**| └-- [CP Loyal]: Repeat Customer to Brand Advocate**

**understand how the customer is interacting with the offers. it leverages the ADHD trigger cycle (exploitation of current resource vs foraging for new better one) via creating gold rush atmosphere out of abundant exchange (framing the transaction as a massive win win for everyone). this unlocks peoples' stupidity and makes them forego current behavior patterns in favor of the promise of better ones they develop for themselves on the basis of having a map to better resources that only appear if they learn how to create the resource that triggers ADHD cycles. So the value ladder leverages this ADHD cycle in order to make people courageous enough to go and search for the new resource, but also gives them a map to it (via the products in the offers, usually) so that when they encounter the new resource, they wont lose the pokemon battle to make it theirs (they will overcome the obstacle) and then return to the value ladder looking for the next step. Because the value ladder is proven to work, because the person who sold it to the customer also did it themselves before to find out about it**

**[🧲LM AIDA]**

**| -- Attention: Free value offering grabs attention, exploiting ADHD trigger for new resources.**

**| -- Interest: Content quality and 'gold rush' framing pique interest, promising abundant exchange.**

**| -- Desire: Recognition of additional needs and self-fulfillment potential.**

**| -- Action: Opt-in or registration for more information, leveraging the promise of a better resource.**

**| |**

**| └-- [CP Entry]: Visitor to Engaged Lead, motivated by the promise of a new, better path.**

**|**

**└--> [🔗TW AIDA]**

**| -- Attention: Special offer captures attention, reinforcing the 'gold rush' atmosphere.**

**| -- Interest: The low price and high value increase interest, promising massive win-win.**

**| -- Desire: The offer creates desire by showcasing immediate value and unlocking stupidity.**

**| -- Action: Making the first purchase, stepping into the map to better resources.**

**| |**

**| └-- [CP Engaged]: Engaged Lead to First-Time Customer, emboldened to seek new resources.**

**|**

**└--> [💡CO AIDA]**

**| -- Attention: Direct promotion based on previous interactions, further exploiting ADHD cycle.**

**| -- Interest: Detailed explanation of how CO addresses deeper needs, providing a clearer map.**

**| -- Desire: Building a strong case for the value of CO, ensuring readiness for the 'pokemon battle'.**

**| -- Action: Purchase of CO, equipped to overcome obstacles and claim new resources.**

**| |**

**| └-- [CP Customer]: First-Time Buyer to Core Customer, having overcome initial obstacles.**

**|**

**└--> [🚀US AIDA]**

**| -- Attention: Post-purchase offer shows related products, indicating next resource.**

**| -- Interest: Highlighting benefits and additional value, reinforcing the success cycle.**

**| -- Desire: Creating a need for the additional features or services, for next victory.**

**| -- Action: Additional purchase, embarking on the next challenge with better tools.**

**| |**

**| └-- [CP Repeat]: Core Customer to Repeat Customer, returning for more maps and tools.**

**|**

**└--> [👑PO AIDA]**

**| -- Attention: Exclusive offers or membership access, the ultimate resource map.**

**| -- Interest: Personalized benefits and high value of PO, the final 'pokemon' challenge.**

**| -- Desire: Aspiration to join the highest tier of service, the last big win.**

**| -- Action: Commitment to PO, mastering the resource game.**

**| |**

**| └-- [CP Loyal]: Repeat Customer to Brand Advocate, a victor sharing the map.**

**[🚀 Upsell (US) Unsuccessful]**

**|**

**└--> [🔙 Retargeting Strategy for US]**

**| -- Stage 1: Analyze Behavior (Why no US?)**

**| -- Stage 2: Segment Based on Interactions & Preferences**

**| -- Stage 3: Tailored Content & Reminders (Benefits & Exclusivity of US)**

**| -- Stage 4: Special Time-Limited Offer (Create Urgency)**

**| -- Stage 5: Feedback Loop (Learn from Interactions)**

**[💡 Core Offering (CO) Unsuccessful]**

**|**

**└--> [🔙 Retargeting Strategy for CO]**

**| -- Stage 1: Understand the Hesitation (Survey or Data Analysis)**

**| -- Stage 2: Segment Non-Converters (Interest Level & Engagement)**

**| -- Stage 3: Educate & Nurture (Case Studies, Testimonials)**

**| -- Stage 4: Exclusive Offer (Lower Barrier Entry for CO)**

**| -- Stage 5: Feedback Collection (Improve Offer)**

**[🔗 Trip Wire (TW) Unsuccessful]**

**|**

**└--> [🔙 Retargeting Strategy for TW]**

**| -- Stage 1: Identify Drop-Off Points (Analytics)**

**| -- Stage 2: Segment Based on Engagement**

**| -- Stage 3: Direct Communication (Email/Social Media)**

**| -- Stage 4: Adjust Offer (Bundle or Discount)**

**| -- Stage 5: Gather Insights (Surveys/Feedback)**

**### Customer Feedback Loops**

**\*\*🧲 Lead Magnet (LM)\*\***

**- \*\*Feedback Mechanism\*\*: Short survey or feedback form post-download or webinar participation.**

**- \*\*Purpose\*\*: Understand the initial impression and gather suggestions for additional content or improvements.**

**\*\*🔗 Trip Wire (TW)\*\***

**- \*\*Feedback Mechanism\*\*: Follow-up email asking for feedback on the purchasing process and the perceived value of the offer.**

**- \*\*Purpose\*\*: Identify barriers to purchase and opportunities to enhance the offer's appeal.**

**\*\*💡 Core Offering (CO)\*\***

**- \*\*Feedback Mechanism\*\*: In-depth survey or direct customer outreach after purchase to assess satisfaction and gather detailed feedback.**

**- \*\*Purpose\*\*: Gain insights into product/service strengths and areas for improvement, and understand deeper customer needs.**

**\*\*🚀 Upsell (US)\*\***

**- \*\*Feedback Mechanism\*\*: Post-purchase feedback request focusing on the upsell experience and additional needs.**

**- \*\*Purpose\*\*: Evaluate the effectiveness of the upsell strategy and identify cross-sell opportunities.**

**\*\*👑 Premium Offering (PO)\*\***

**- \*\*Feedback Mechanism\*\*: Exclusive community forums, VIP customer interviews, or roundtables.**

**- \*\*Purpose\*\*: Foster a sense of belonging, collect high-level feedback, and identify new opportunities for premium offerings.**

**### Emotional Connection and Storytelling**

**\*\*🧲 Lead Magnet (LM)\*\***

**- \*\*Storytelling Element\*\*: Share a relatable story or case study demonstrating the transformation achieved by using the lead magnet.**

**- \*\*Emotional Connection\*\*: Inspire hope and excitement for the potential transformation.**

**\*\*🔗 Trip Wire (TW)\*\***

**- \*\*Storytelling Element\*\*: Narratives focusing on customers who made small investments with significant returns.**

**- \*\*Emotional Connection\*\*: Build trust and reduce fear of loss by showcasing low-risk, high-reward scenarios.**

**\*\*💡 Core Offering (CO)\*\***

**- \*\*Storytelling Element\*\*: Success stories of customers who have fully integrated the core offering into their lives or businesses.**

**- \*\*Emotional Connection\*\*: Create a sense of aspiration and belonging, emphasizing the community of successful users.**

**\*\*🚀 Upsell (US)\*\***

**- \*\*Storytelling Element\*\*: Testimonials and stories highlighting how the upsell product/service enhanced the core offering's value.**

**- \*\*Emotional Connection\*\*: Foster desire for improvement and growth, emphasizing the ease of achieving it with the upsell.**

**\*\*👑 Premium Offering (PO)\*\***

**- \*\*Storytelling Element\*\*: Exclusive insights into the journeys of top-tier customers, focusing on personal growth, achievements, and the lifestyle enabled by the premium offering.**

**- \*\*Emotional Connection\*\*: Cultivate a sense of exclusivity and elite status, appealing to aspirations for the highest level of achievement and recognition.**