



Mapping the Customer Journey of the Hero



Presented by
@CaelanHuntress



STELLAR
P L A T F O R M S

caelanhuntress.com/masterclass/journey

Making a Map of the Customer Journey Of The Hero



Making a Map of the Customer Journey Of The Hero

Customer
Journey

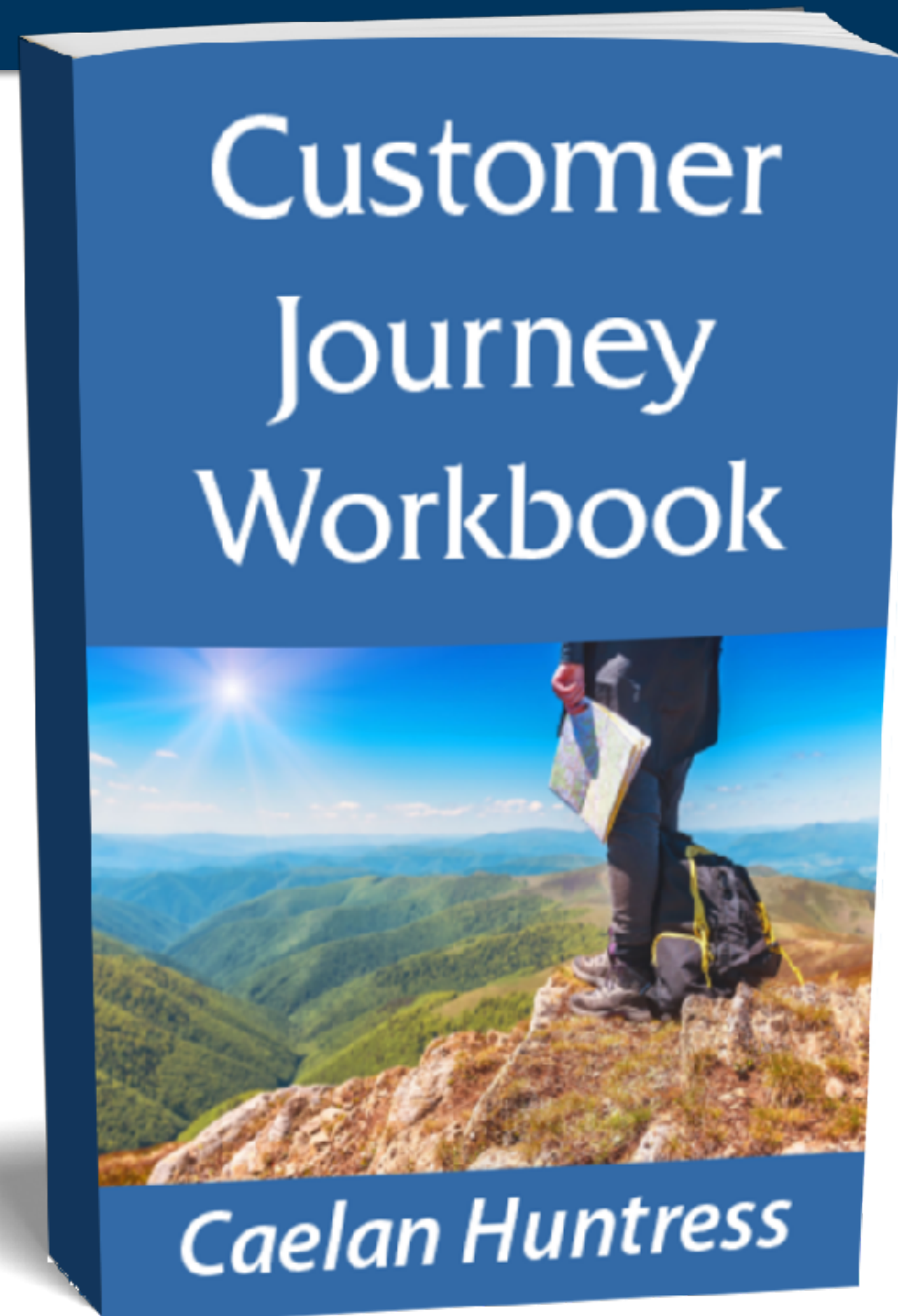


Journey
of the
Hero

MASTERCLASS AGENDA

1. Why you need a Customer Journey Map
2. The Neuroscience of Storytelling
3. Joseph Campbell's Journey of the Hero
4. The Customer Journey Stages
5. Mapmaking Tools

BONUS



You're in the right place if you ARE...

- ◆ Entrepreneur
- ◆ Marketer
- ◆ Expert

You're in the right place if you HAVE...

- ◆ Audience
- ◆ Offers to sell
- ◆ Website & email list

You're in the right place if you WANT...

- ◆ Shorter journey from stranger to customer
- ◆ Great clients ready to hire you right away
- ◆ High-quality reputation that precedes you

Marketing Yourself

Marketing Yourself

4 problems:

1

Feeling Foolish



2

Don't know what to say



3

Leads are going cold



4

Imposter syndrome



4 Problems:

1. Feeling foolish
2. Don't know what to say
3. Leads going cold
4. Imposter Syndrome



Customer Journey



Nik Sharma ✓
@mrsharma



You can't expect consumers to know your website as well as you do — roll out the red carpet.

- Build informative landing pages
- Auto-apply coupon codes
- Build convenient bundles
- Always answer the WHY

Easy customer journeys = Higher conversion rates = Happy customers.

11:01 AM · Oct 8, 2020 · Twitter Web App

17 Retweets 1 Quote Tweet 195 Likes

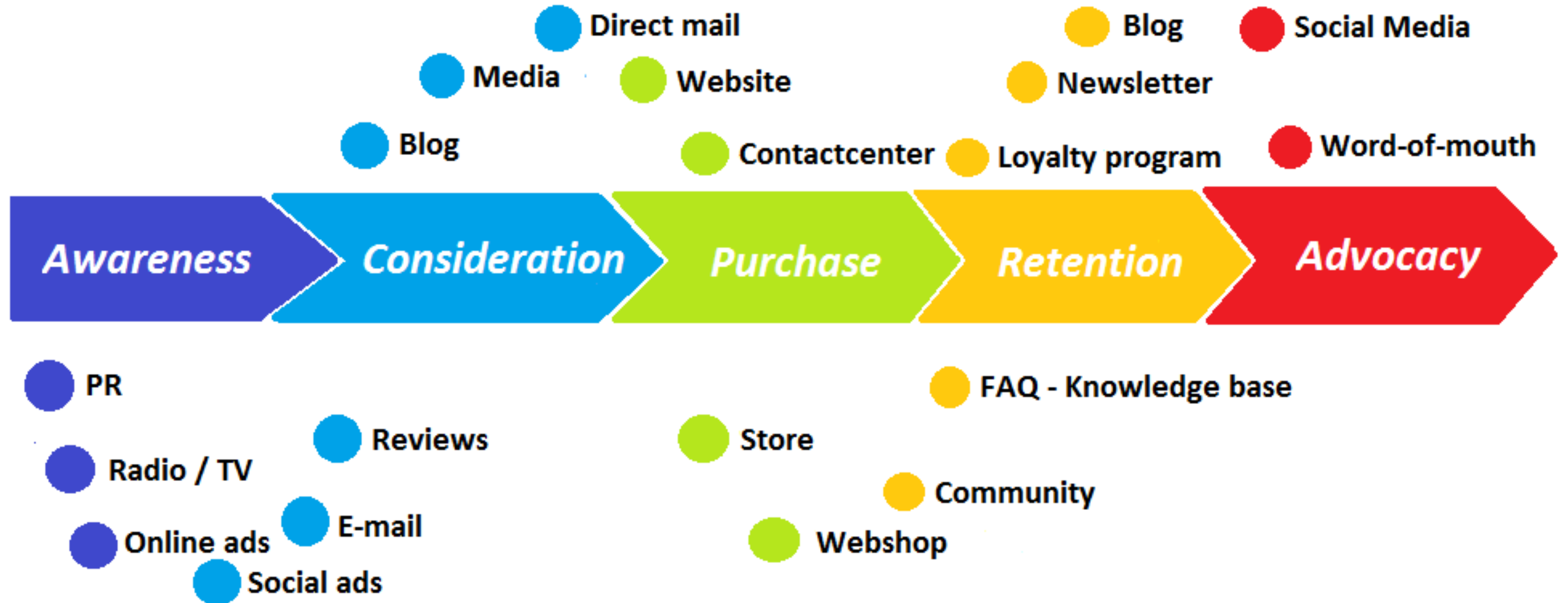
What Most Marketing Gets Wrong

What Most Marketing Gets Wrong

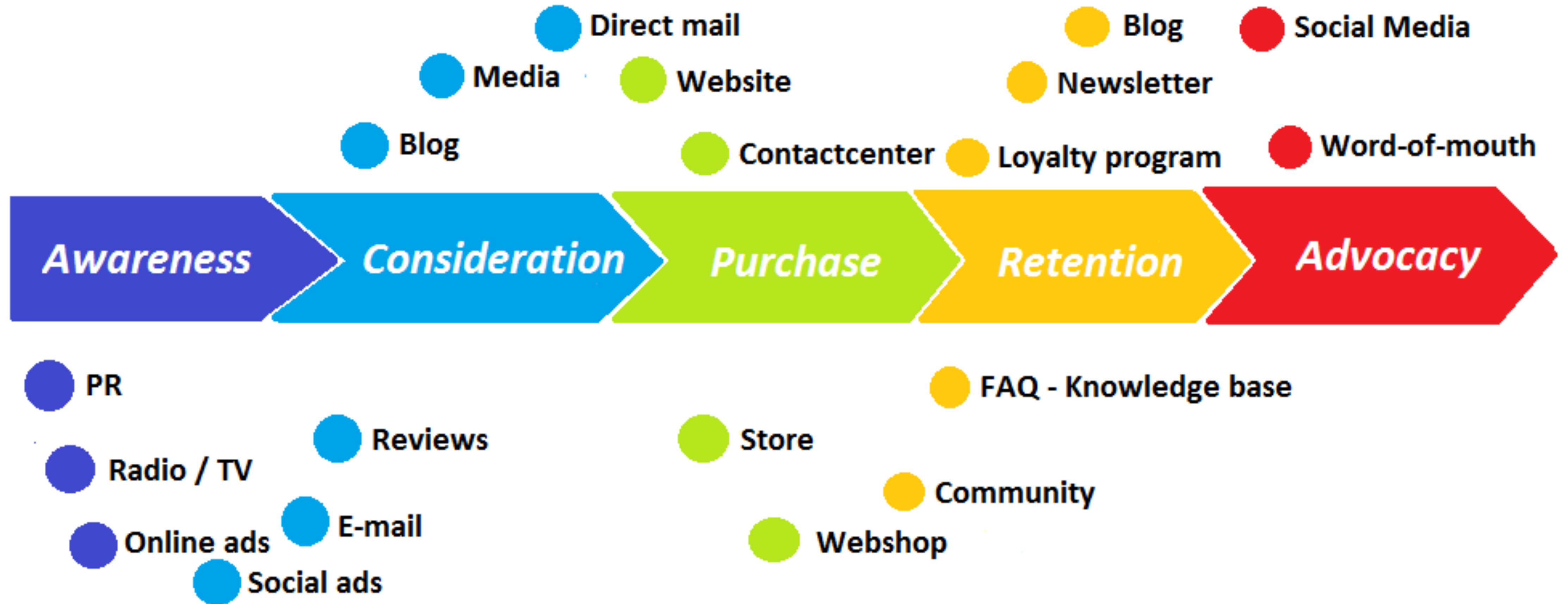


Image courtesy of Lucasfilm

Customer Journey



Custom Customer Journey



Storytelling

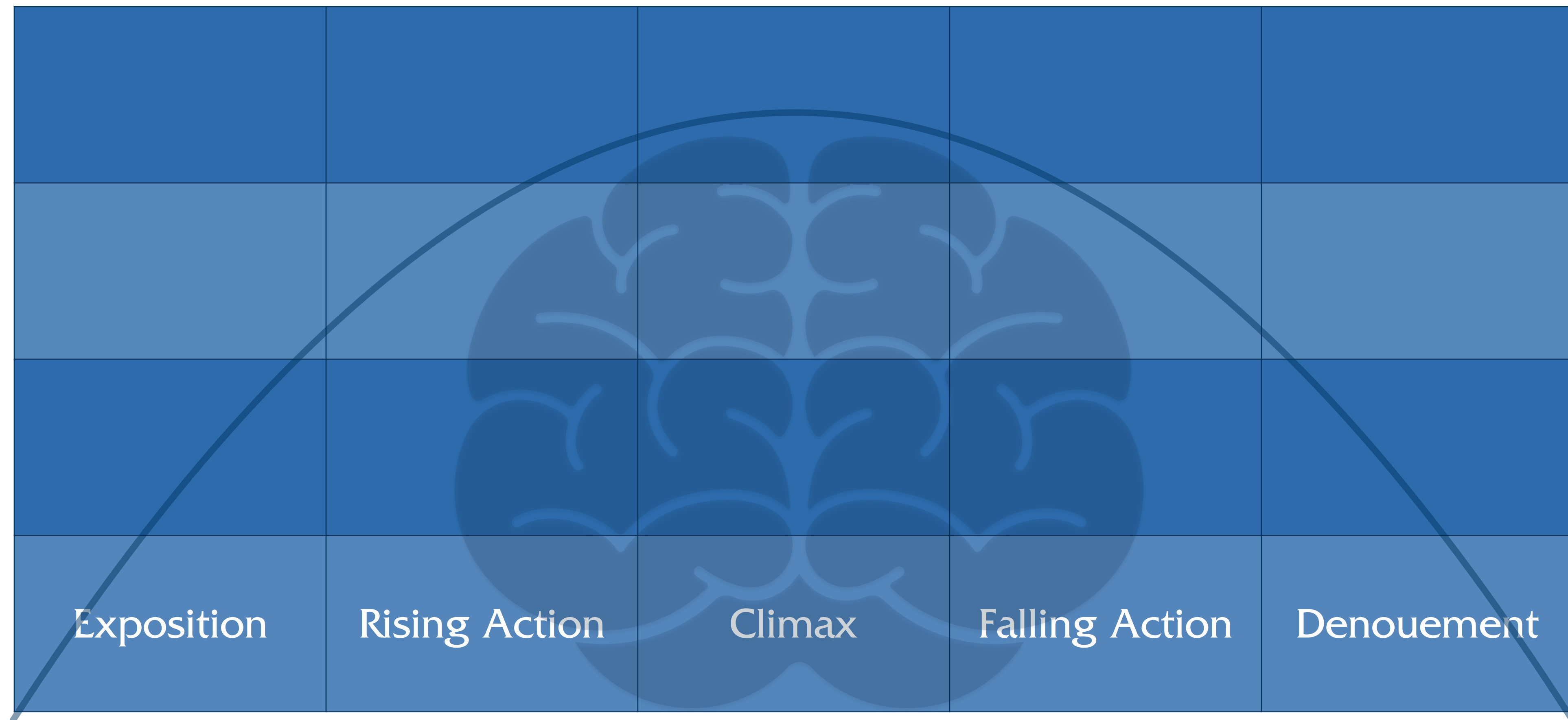


Storytelling

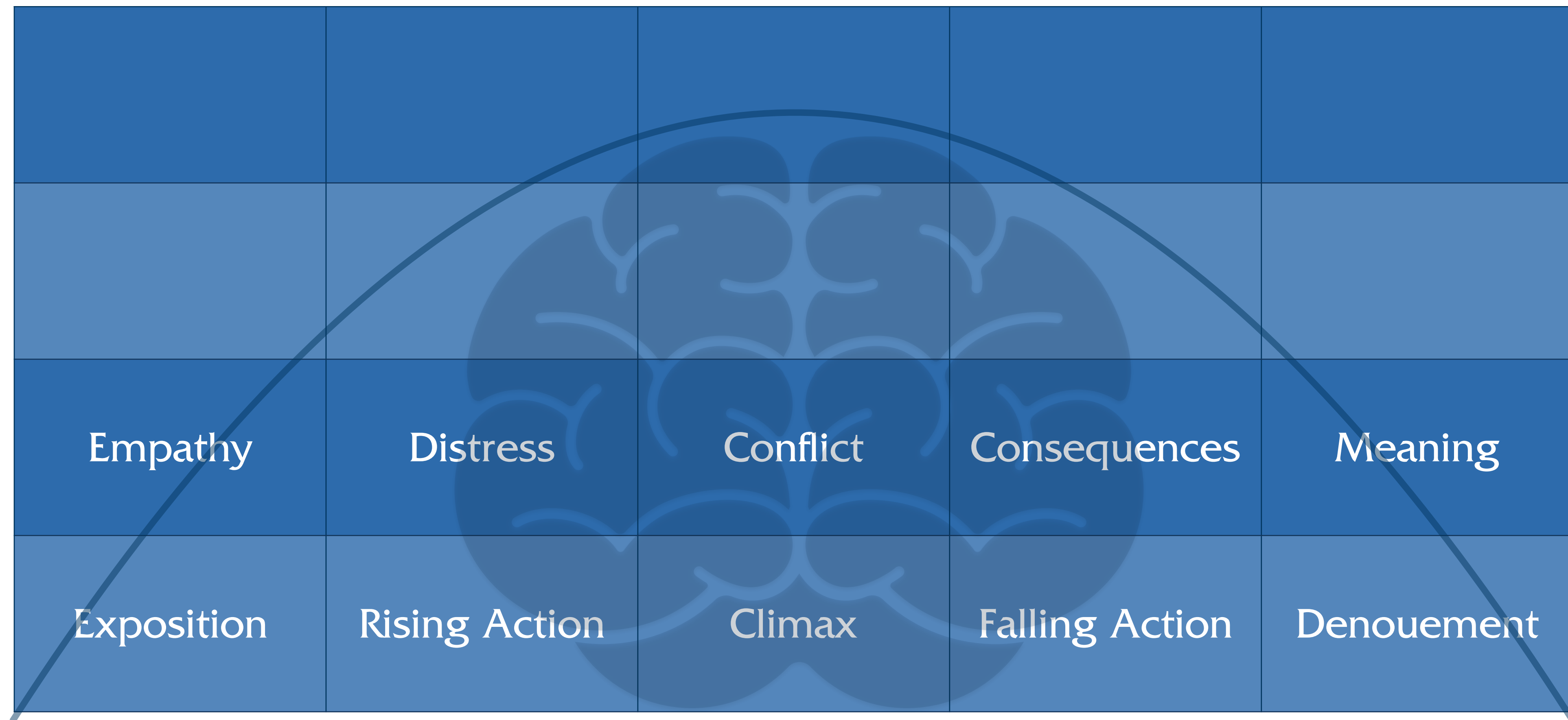


Neuroscience of Storytelling

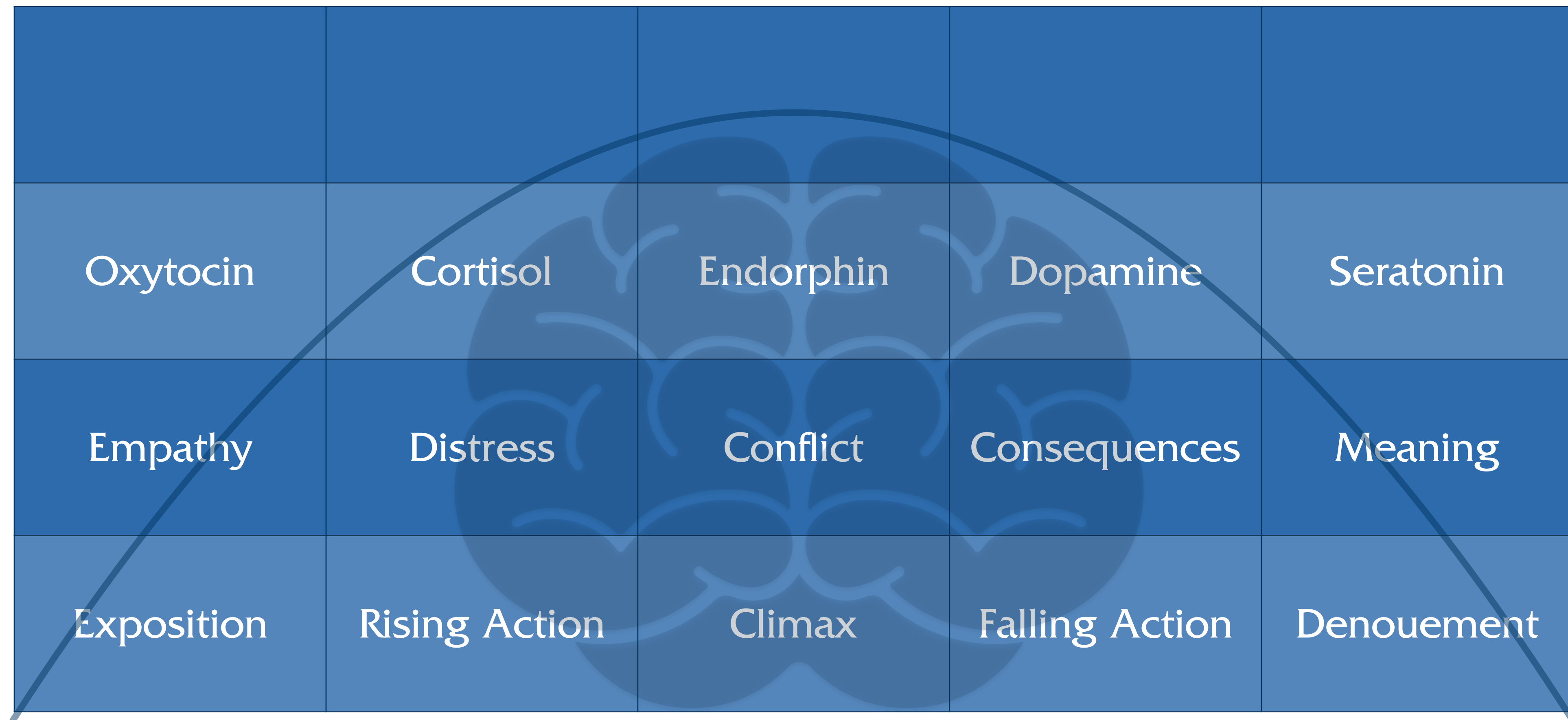
Neuroscience of Storytelling



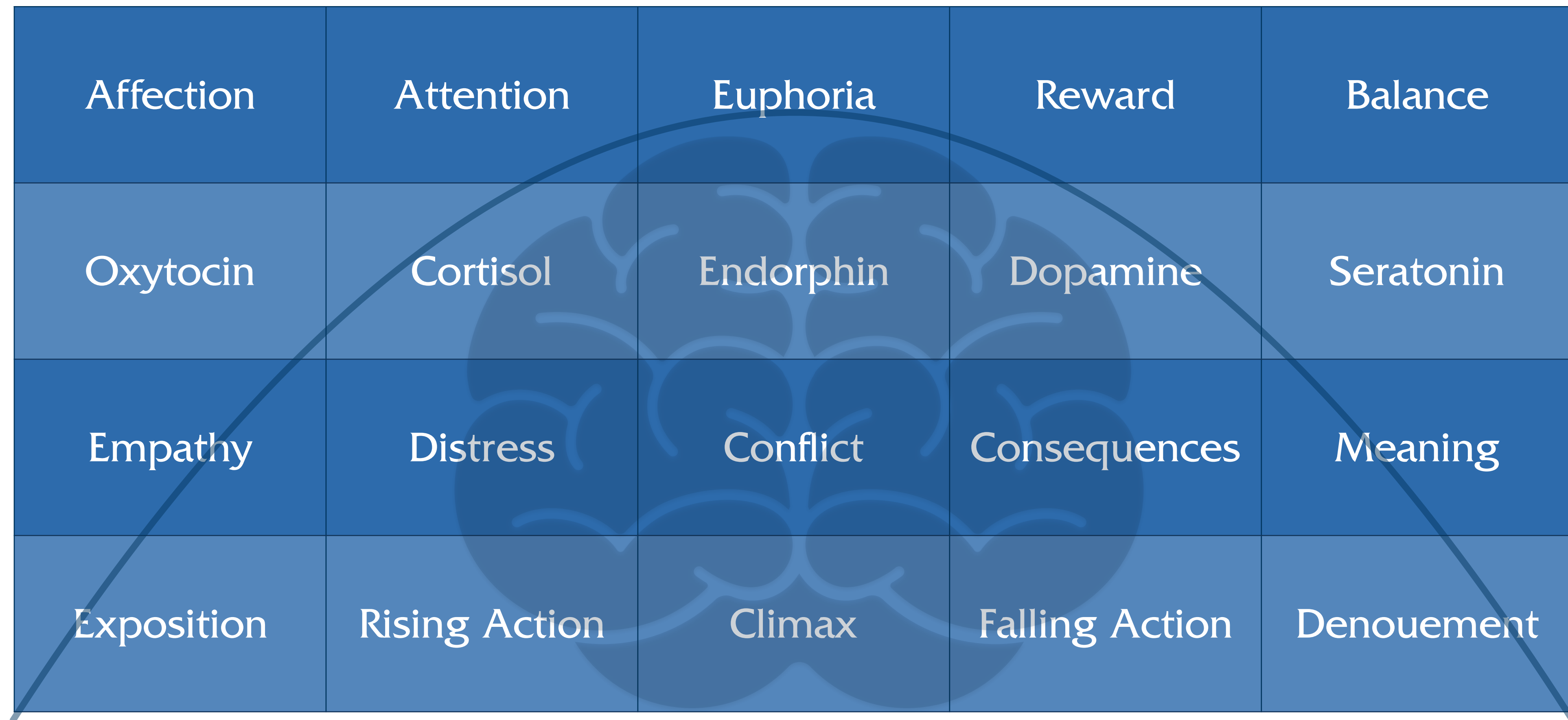
Neuroscience of Storytelling



Neuroscience of Storytelling



Neuroscience of Storytelling

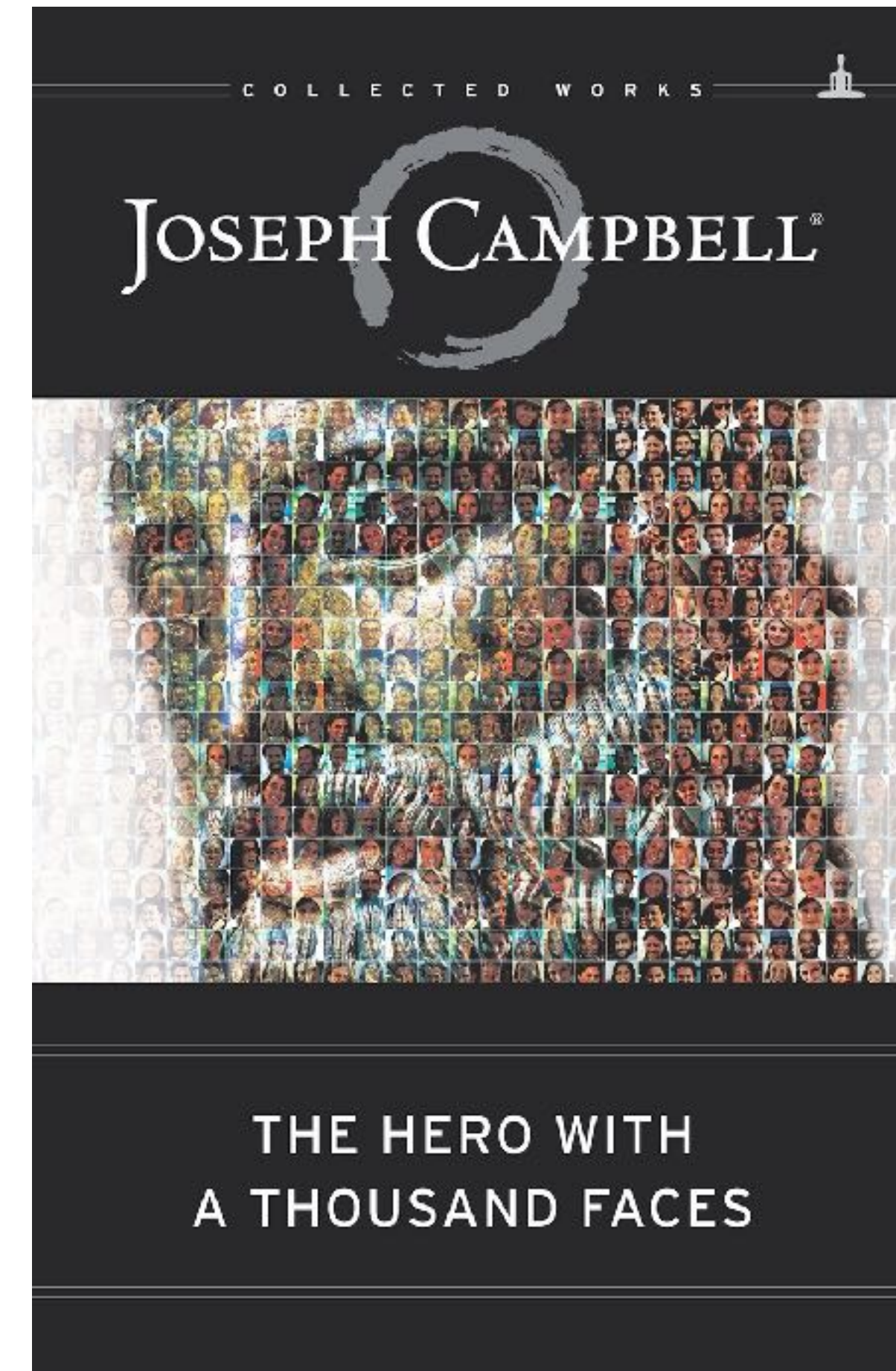
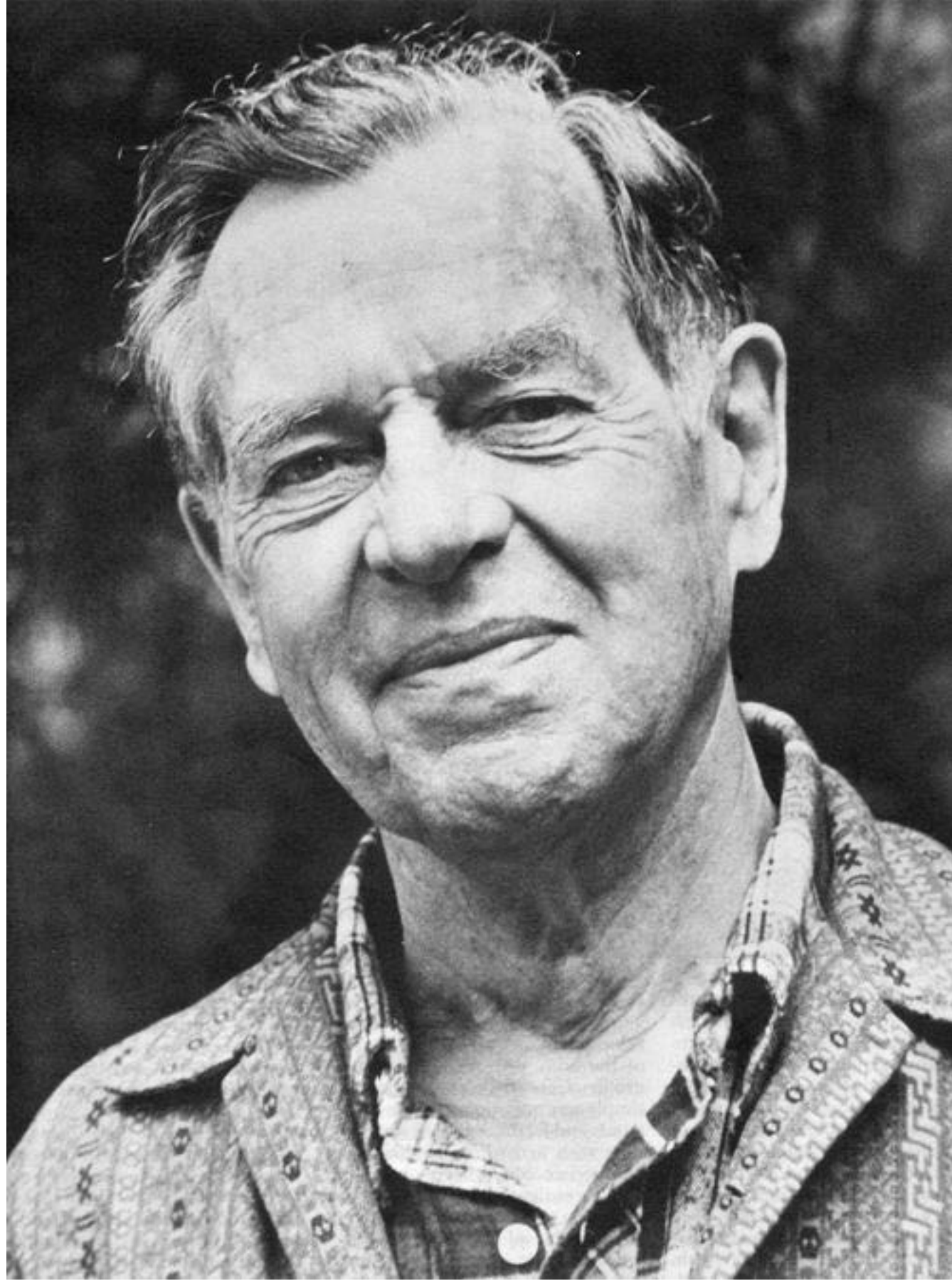


Affection	Attention	Euphoria	Reward	Balance
Oxytocin	Cortisol	Endorphin	Dopamine	Serotonin
Empathy	Distress	Conflict	Consequences	Meaning
Exposition	Rising Action	Climax	Falling Action	Denouement

Storytelling



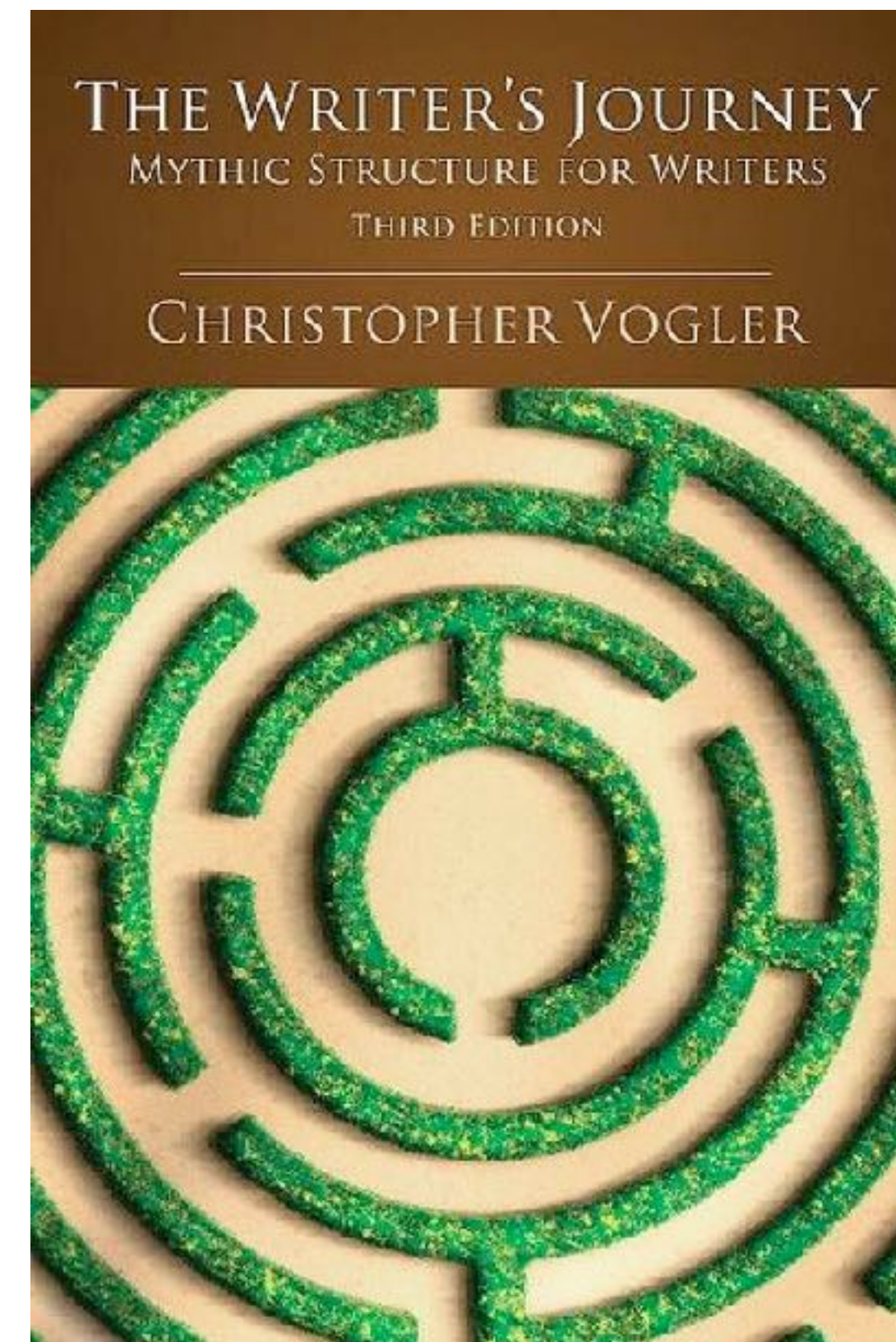
Journey of the Hero



Journey of the Hero

1. Ordinary World
2. Call to Adventure
3. Refusal of the Call
4. Meeting the Mentor
5. Cross the Threshold
6. Tests, enemies, and allies
7. Approach the inmost cave
8. Supreme Ordeal
9. Reward
10. The road back
11. Resurrection
12. Return with elixir

The Writer's Journey



Ordinary World



Call to Adventure



Refusal of the Call



Meeting the Mentor



Image courtesy of Disney

Crossing the Threshold



Image courtesy of MGM

Tests, Enemies, & Allies



Approach the Inmost Cave



Image courtesy of Paramount

Supreme Ordeal



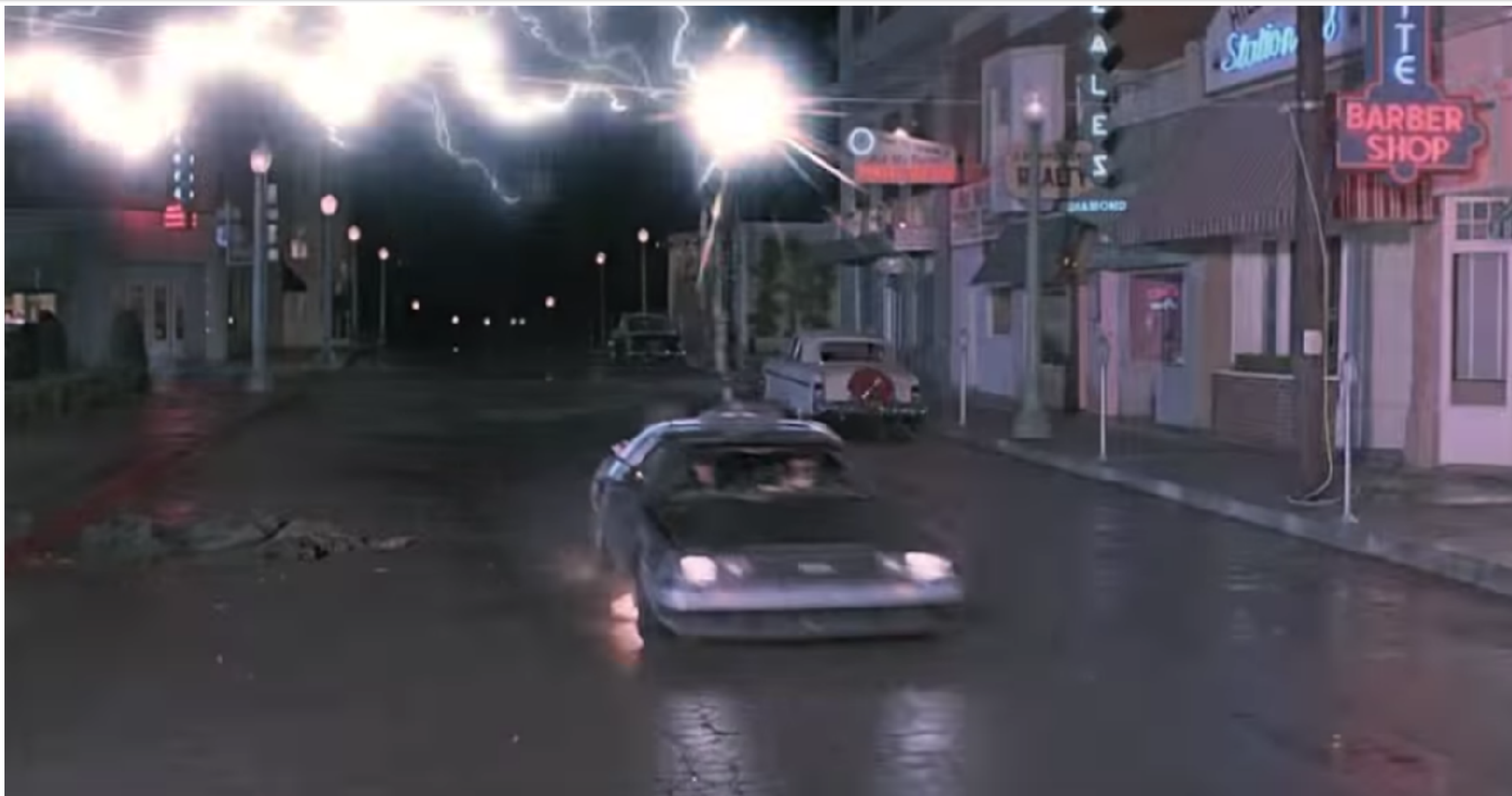
Image courtesy of Nickelodeon

Reward



Image courtesy of Lucasfilm

The Road Back



Resurrection



Image courtesy of Pixar

Return With Elixir



Image courtesy of Marvel

Journey of the Hero

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Departure

ACT 1

Initiation

ACT 2

Return

ACT 3

Departure

ACT 1

Marketing

Initiation

ACT 2

Sales

Return

ACT 3

Service



Departure

ACT 1

Marketing

Leave Home

Request

Initiation

ACT 2

Sales

Final Battle

Purchase

Return

ACT 3

Service

Departure

ACT 1

Marketing

ORDINARY WORLD

PAIN POINTS

CALL TO ADVENTURE

QUALIFIED LEAD

REFUSAL OF THE CALL

OBJECTIONS

MEETING THE MENTOR

INTRODUCTION TO YOU

Initiation

ACT 2

Sales

CROSS THE THRESHOLD

DISCOVERY/WHITEPAPER

TESTS, ENEMIES, & ALLIES

COMPARE OPTIONS

APPROACH INMOST CAVE

BUYING DECISION

SUPREME ORDEAL

CHECKOUT

Return

ACT 3

Service

REWARD

ACCESS PURCHASE

THE ROAD BACK

SOLVE PROBLEMS

RESURRECTION

NEW NORMAL

RETURN WITH ELIXIR

TELL OTHERS

***“An effective story grabs your gut,
tightens your throat, makes your
heart race and your lungs pump,
brings tears to your eyes or an
explosion of laughter to your lips.”***



Christopher Vogler



***“The cave you fear to enter
holds the treasure that you seek.”***



Joseph Campbell

Journey Types

Quest

Journey Types

Quest

Adventure

Journey Types

Quest

Adventure

Story

Journey Types

Quest

Adventure

Story

Clues

Journey Types

Quest

Adventure

Story

Clues

Fog

Journey Types

Quest

GPS

Adventure

Map

Story

Guide

Clues

Discovery

Fog

Wander

Journey Types

Quest

GPS

Step-by-step

Adventure

Map

Destination

Story

Guide

Experience

Clues

Discovery

Directions

Fog

Wander

Lost

Journey Types

Quest

GPS

Step-by-step

Actions

Adventure

Map

Destination

Understanding

Story

Guide

Experience

Supported

Clues

Discovery

Directions

Clarity

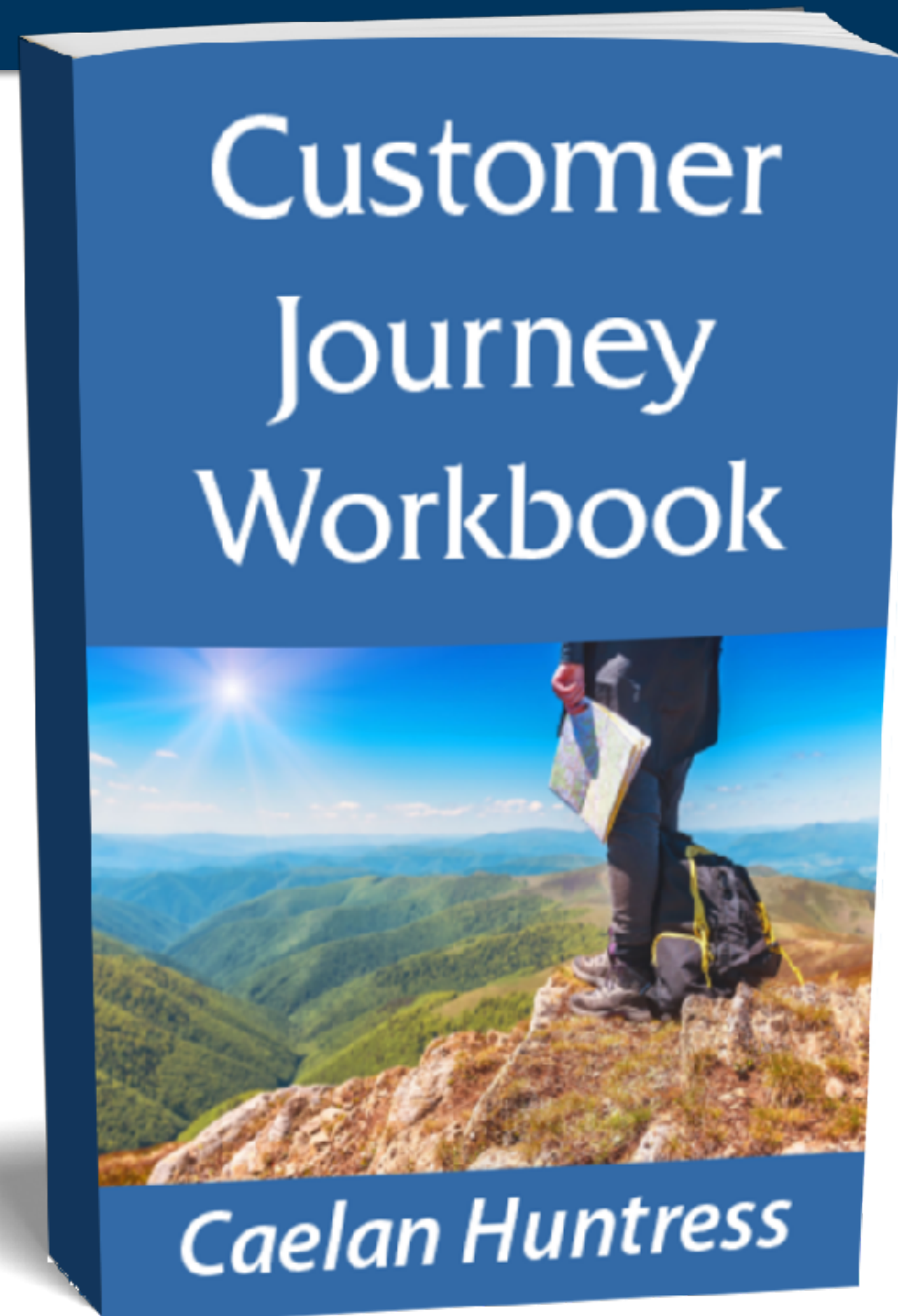
Fog

Wander

Lost

Hope

BONUS



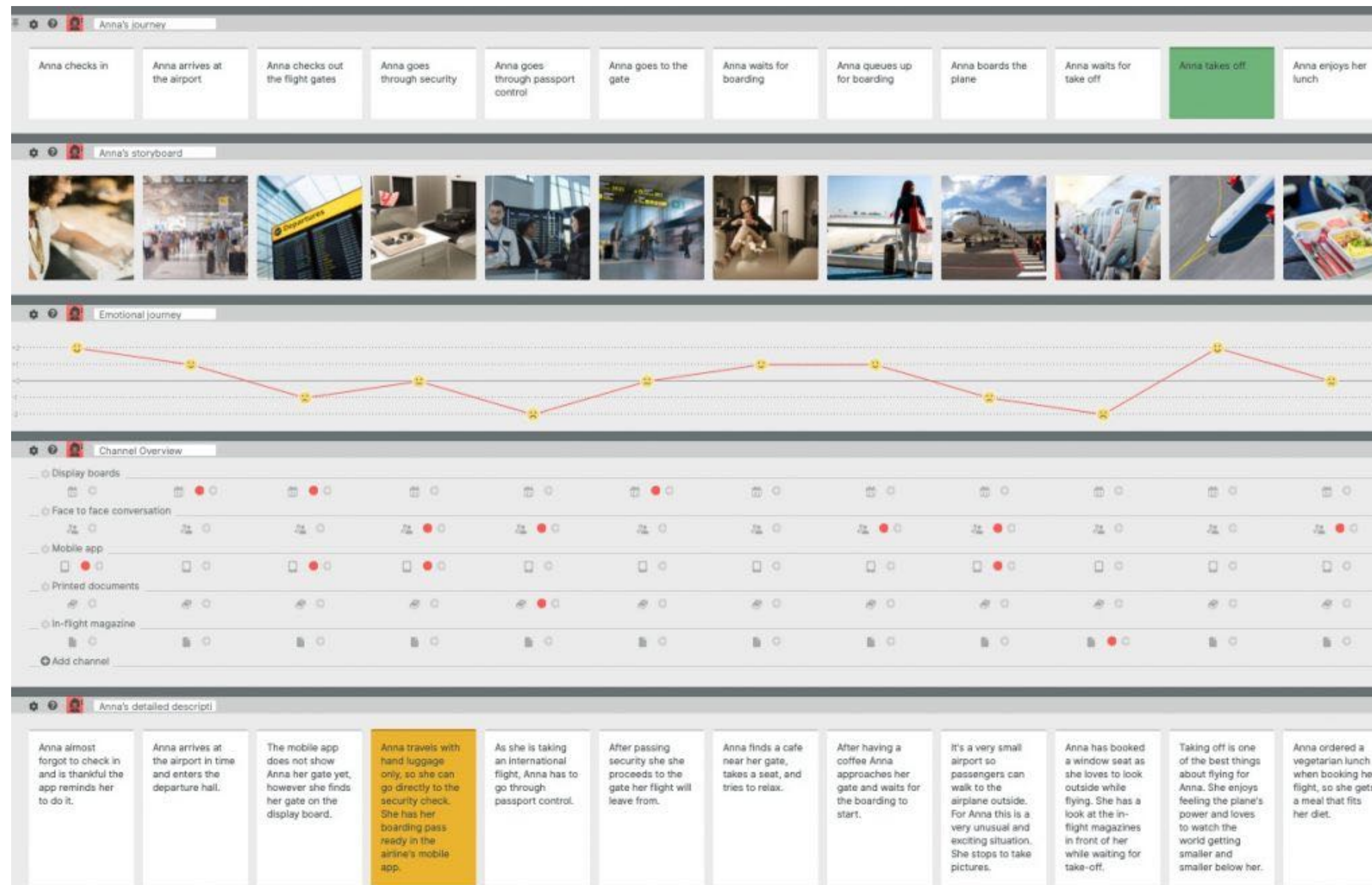
3 Map-making Tools

Smaply

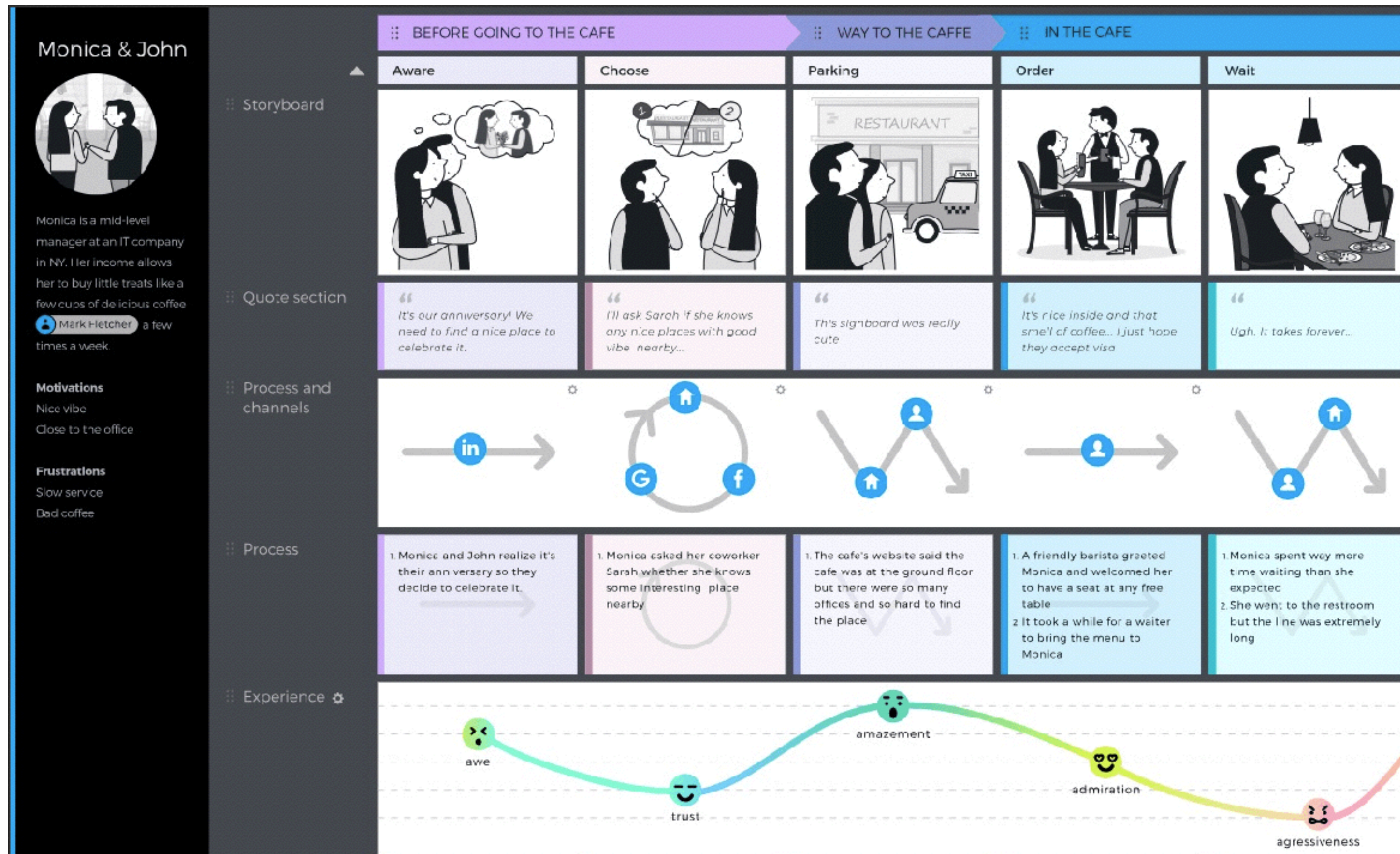
UXPressia

Mailchimp

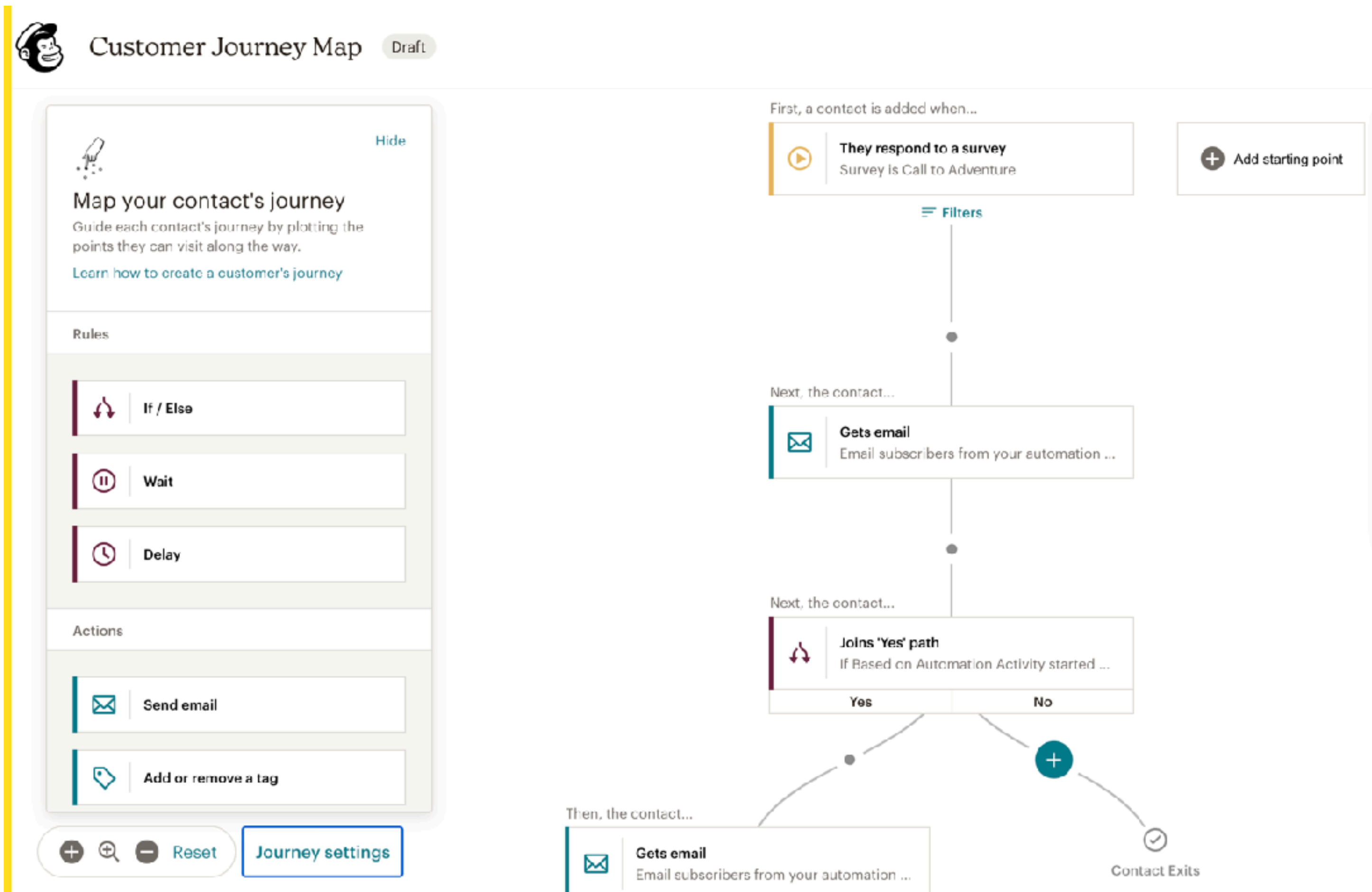
Smaply



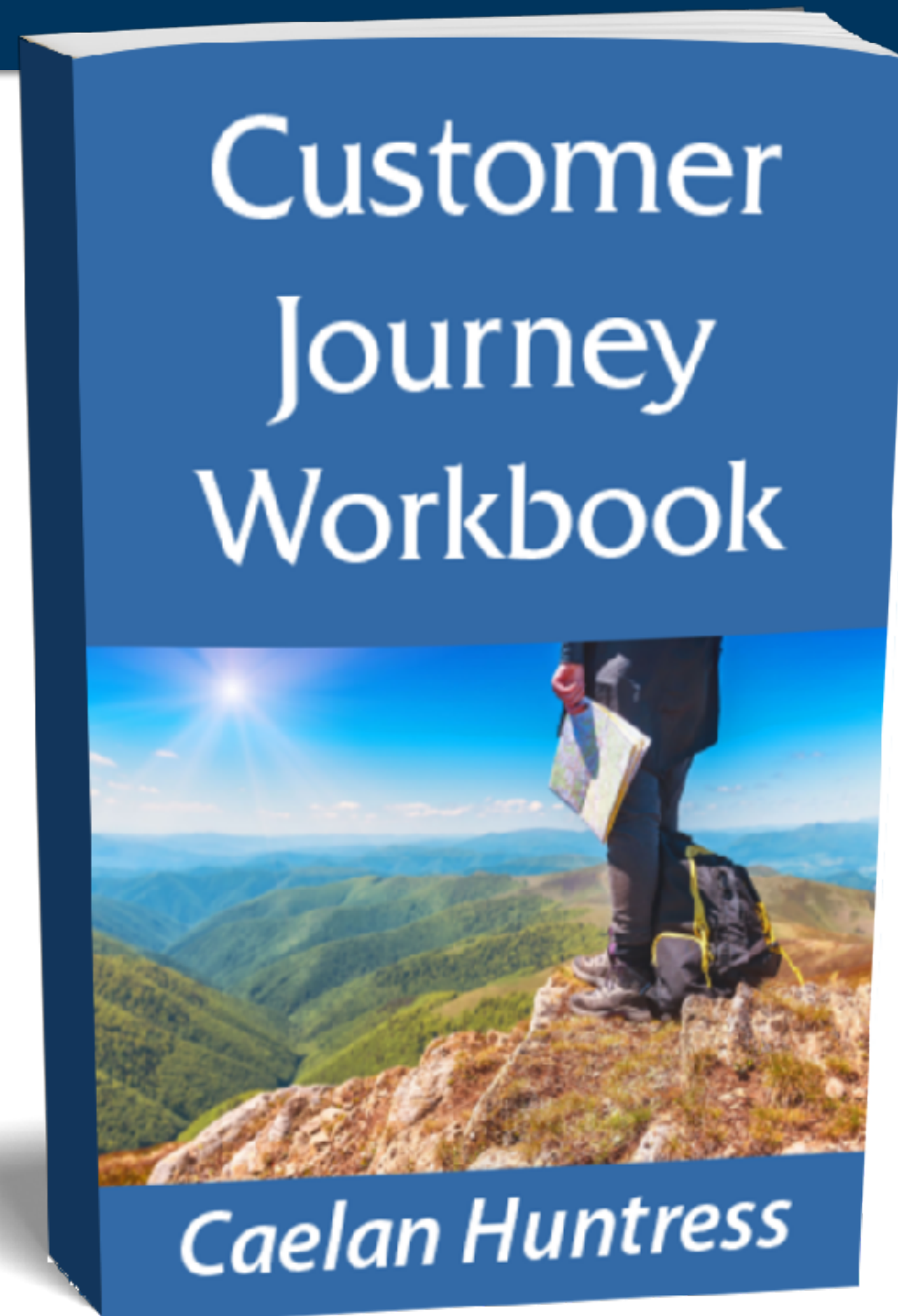
UXPressia



Mailchimp



BONUS



Customer Journey Workbook

File Edit View Insert Format Tools Add-ons Help

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Section 2: Mapping the Journey to Actions

What is the specific action your customer takes at each stage?

1. The Ordinary World / Pain Points

2. The Call to Adventure / Qualified Lead

3. Refusal of the Call / Objections

4. Meeting the Mentor / Introduction to You

5. Crossing the Threshold / Discovery Conversation

6. Tests, Allies, & Enemies / Compare Options

12. Return / Tell Others

Section 2: Mapping the Journ...

1. The Ordinary World / Pain ...

2. The Call to Adventure / Qu...

3. Refusal of the Call / Object...

4. Meeting the Mentor / Intro...

5. Crossing the Threshold / D...

6. Tests, Allies, & Enemies / C...

7. Approach the Inmost Cave...

8. Supreme Ordeal / Checkou...

9. Reward / Access Purchase

10. The Road Back / Solve th...

11. Resurrection / New Normal

12. Return / Tell Others

Section 3: Mapping the Journ...

Customer Journey Workbook

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Last edit was 4 days ago

Share

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1 2 3 4 5 6 7

←

7. Approach the Inmost Cave...

8. Supreme Ordeal / Checkou...

9. Reward / Access Purchase

10. The Road Back / Solve th...

11. Resurrection / New Normal

12. Return / Tell Others

Section 3: Mapping the Journ...

1. The Ordinary World / Pain ...

Homepage - yourwebsite.c...

2. The Call to Adventure / Qu...

Subscribe - yourwebsite.c...

3. Refusal of the Call / Object...

FAQ - yourwebsite.com/faq

4. Meeting the Mentor / Intro...

About - yourwebsite.com/...

5. Crossing the Threshold / D...

Thank-you page - yourweb...

6. Tests, Allies, & Enemies / C...

Case Studies - yourwebsit...

7. Approach the Inmost Cave...

Section 3: Mapping the Journey to your Website

If each one of the pages on your website was focused on convincing your new customer to take the one specific action in Section 2, what would be different about those pages? List your ideas below.

1. The Ordinary World / Pain Points

Homepage - yourwebsite.com

2. The Call to Adventure / Qualified Lead

Subscribe - yourwebsite.com/subscribe

3. Refusal of the Call / Objections

FAQ - yourwebsite.com/faq

4. Meeting the Mentor / Introduction to You

About - yourwebsite.com/about



Update Your Website



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1. Why you need a Customer Journey Map
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4. The Customer Journey Stages
5. Mapmaking Tools

1-Day Live Workshop



Customer Journey Workshop

\$99.00

- 3-hour virtual workshop
- Collaborative Pomodoro sessions
- 28 October 2020
- See the times in your time zone [here](#)

1

Add to cart

<https://stellarplatforms.com/journey>

“Caelan helped me break down some simple ways I could get my content out in the world, and he shared his visions of the directions my business could head after really connecting with me about my skills and dreams.

***I am averse to cheesy marketing strategies, and with Caelan, everything we do feels authentic to who I am and what I have to offer.
It’s a joy to work with him.”***



Rachel Farber
Doctor of Oriental Medicine

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