

# PATH TO PURCHASE CANVAS

Designed for:

Date:

Version:

THEIR STEP	MESSAGE	CHANNELS
<p><b>AWARENESS</b></p> <p><b>Be there:</b> What you need to say to spark your target customer's interest.</p> <p>Emotion: high Logic: low</p>		
<p><b>INTEREST</b></p> <p><b>Be relevant:</b> What you need to do to build their interest in your product or service.</p> <p>Emotion: medium Logic: medium</p>		
<p><b>EVALUATION</b></p> <p><b>Be proven:</b> What you are going to do to demonstrate how your product or service has worked for other people.</p> <p>Emotion: low Logic: high</p>		
<p><b>TRIAL</b></p> <p><b>Be helpful:</b> What you are going to say and do to allow your target customer to gain experience of your product or service before making a purchase.</p> <p>Emotion: low Logic: high</p>		
<p><b>ADOPTION</b></p> <p><b>Be friendly:</b> What you need to say and do to ensure your customer makes your product or service part of their repertoire.</p> <p>Emotion: medium Logic: medium</p>		
<p><b>LOYALTY</b></p> <p><b>Be consistent:</b> What you need to say and do to make your customer an advocate for your product or service.</p> <p>Emotion: high Logic: low</p>		

