

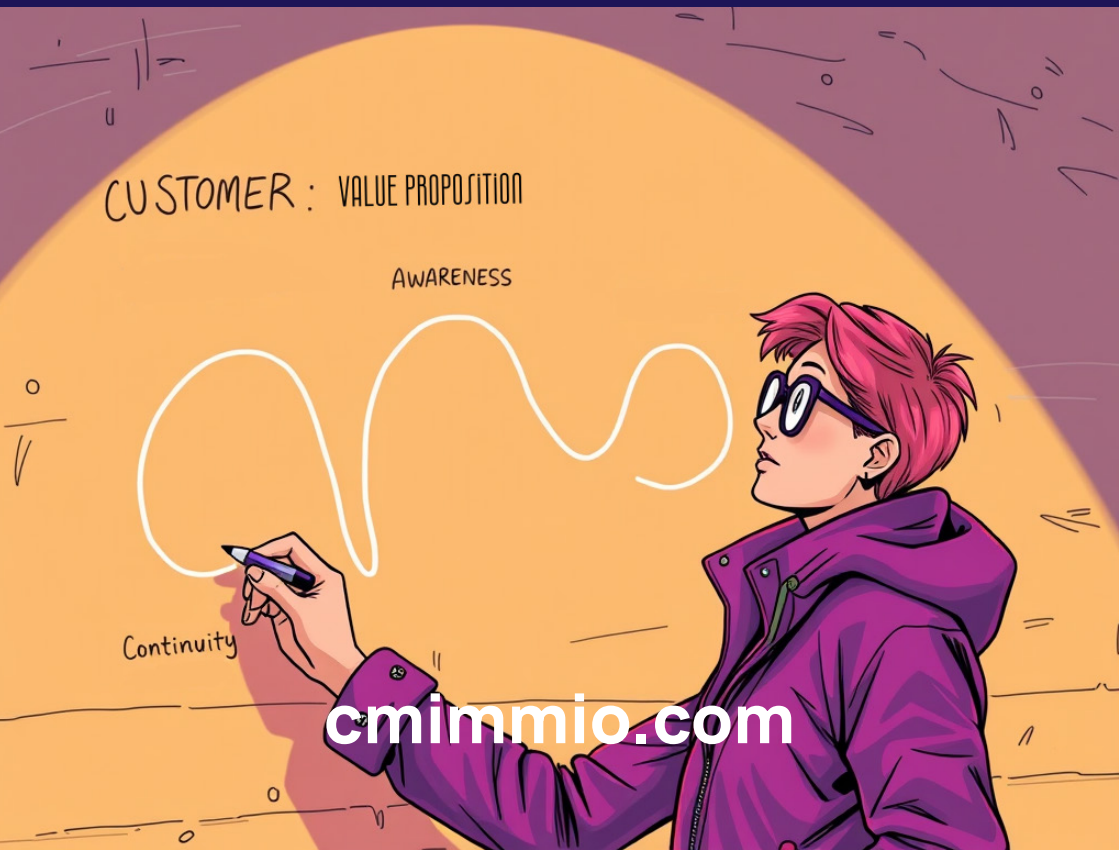
How to form a customer-path value proposition

CUSTOMER : VALUE PROPOSITION

AWARENESS

Continuity

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Purpose

Use this worksheet to design a customer-path value proposition (CPVP).

A CPVP is a framework for showing how your value evolves across the customer journey, from awareness to advocacy.

It helps align marketing, sales, product, and customer success messaging around one value story.

Instructions

1. Identify the main stages of your customer journey.
2. For each stage, define:
 - Customer goals and emotions
 - Pain points or questions
 - Your value proposition or promise
 - Proof or experience
 - Retention or relationship action
3. Review for consistency and flow across all stages.

Reflection Prompts

- Where are the biggest gaps between your current messaging and the customer's path?
- Are your sales, marketing, and customer success teams aligned on the same value narrative?
- What post-purchase actions can deepen trust and drive advocacy?
- How can your brand story evolve as the relationship matures?

Tips for use:

- Use a different color or visual theme for each stage.
- Add quantitative data (conversion, satisfaction, retention rates) if available.
- Review quarterly – customer expectations evolve quickly.
- Integrate findings into CRM or analytics dashboards.

Example

Stage	Customer Goals & Emotions	Pain Points / Questions	Your Value Proposition (Promise)	Proof / Experience	Retention or Relationship Action
Awareness	Curious, uncertain. Wants to understand their problem.	Lack of clarity or trust.	"We simplify your challenge and show what's possible."	Thought-leadership content, demos, or guides.	Engage via nurturing campaigns or newsletters.
Consideration	Comparing options; rational, analytical.	Overwhelmed by choices or jargon.	"We're the most efficient and reliable choice for your specific use case."	ROI data, testimonials, or analyst reviews.	Invite to demo, trial, or webinar.
Decision/Purchase	Needs reassurance and confidence to act.	Fear of risk or regret.	"We guarantee success with transparent support and clear onboarding."	Case studies, customer references, SLAs.	Personalized onboarding or welcome program.
Usage / Adoption	Wants to see results quickly.	Learning curve, value delay.	"We accelerate your time-to-value through guided enablement."	Onboarding sessions, training, success manager support.	Regular check-ins, NPS surveys.
Retention / Expansion	Expects continuous improvement and partnership.	Value fade, lack of innovation or updates.	"We evolve with your business needs and deliver ongoing value."	Feature updates, success stories, ROI reports.	Loyalty programs, renewal campaigns, quarterly reviews.
Advocacy	Feels confident and wants recognition.	Feeling undervalued or disconnected.	"You're part of our success story — your voice shapes our future."	Community engagement, case studies, co-marketing.	Referral or ambassador programs.

Worksheet Table

Stage: Awareness

- Customer Goals & Emotions:

- Pain Points / Questions:

- Your Value Proposition (Promise):

- Proof / Experience:

- Retention or Relationship Action:

Stage: Consideration

- Customer Goals & Emotions:

- Pain Points / Questions:

- Your Value Proposition (Promise):

- Proof / Experience:

- Retention or Relationship Action:

Stage: Decision / Purchase

- Customer Goals & Emotions:

- Pain Points / Questions:

- Your Value Proposition (Promise):

- Proof / Experience:

- Retention or Relationship Action:

Stage: Usage / Adoption

- Customer Goals & Emotions:

- Pain Points / Questions:

- Your Value Proposition (Promise):

- Proof / Experience:

- Retention or Relationship Action:

Stage: Retention / Expansion

- Customer Goals & Emotions:

- Pain Points / Questions:

- Your Value Proposition (Promise):

- Proof / Experience:

- Retention or Relationship Action:

Stage: Advocacy

- Customer Goals & Emotions:

- Pain Points / Questions:

- Your Value Proposition (Promise):

- Proof / Experience:

- Retention or Relationship Action:

Fillable template

Stage	Customer Goals & Emotions	Pain Points / Questions	Your Value Proposition (Promise)	Proof / Experience	Retention or Relationship Action
Awareness					
Consideration					
Decision/Purchase					
Usage / Adoption					
Retention / Expansion					
Advocacy					



Now go craft your customer-path value proposition!

In case you're still unsure what
to do and need some help, no
worries.

Just contact [C-Mimmi-O!](#)



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