THE CROSSROADS OF

THE HERO'S JOURNEY AND THE BUYER'S JOURNEY

The Hero's Journey is the model for the popular stories throughout history. You can see the Hero's Journey play out in your favorite movies, books and TV shows. We can also use it as a model to tell our own story, whether were speaking from the stage, hosting a webinar, or creating content. The Hero's Journey has all the elements of a story that we can't help but become immersed in.

While the Hero's Journey is excellent at helping to create an emotional and relatable experience for our customers, it does little to illustrate the logic of a buying decision. Without addressing the crucial questions your audience has before making a purchase, you'll inspire good feelings, but no action.

Marketers use a term called "The Buyer's Journey" as a way to visualize the decision-making process a customer goes through to make a purchase. This journey has four phases: "Know", "Like", "Trust" and "Delight". Each phase has specific questions that must be answered before the next stage can be reached.

The Buyer's Journey is a powerful way to map out and plan marketing campaigns, sales funnels and content, but if we only target the "logical" side of the brain of our audience, then our message will fall flat. We won't create that emotional connection and drive to get people to take action.

By combining the experience of the Hero's Journey with the decision points of the Buyer's Journey, we get a checklist that helps us better tell the story of our brand in a way that naturally resonates with our ideal customers. Since it's the crossing of two different "journeys," I call this "The Crossroads Formula".

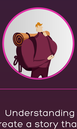
The Crossroads Formula breaks up the 4 stages of the Buyer's Journey into 12 questions, and then matches those questions to the Hero's Journey. This allows you to both inspire the question and lead them to an answer within the story. This connects key emotions and decisions in a way that inspires action with your audience.

WHO IS THE HERO?

Before we start going through "The Hero's Journey," it's important to understand the different perspectives of the "hero" and the "buyer":

THE "HERO" AS THE PROTAGONIST

The hero is the central focus of the story you're telling. your audience experiences your story as the hero. They share the pain of loss and the thrill of victory with your hero.



THE "BUYER" AS THE CUSTOMER

The questions your audience asks when deciding to buy from you drives the direction of the story and your hero provides the answers within the story. They look to the hero for cues on how to feel and what to do next. With empathy for our audience at each stage of the Buyer's Journey we weave a story that helps them make decisions.

Understanding the roles of the "hero" and "buyer" in our story helps us create a story that speaks right to the heart of the challenge our audience is feeling and guide them to a solution that works for them.

STATUS QUO

The beginning of the hero's story. Everything's normal in the world, but there's a sense of dissatisfaction to it. At this point, your buyer may not be aware they have a problem at all.

CALL TO ADVENTURE

There's a desire or an invitation for something more, something better, and it forces them out of their comfort zone. To get your audience to join you on this adventure, they need to know why they should care about this problem.

ASSISTANCE

The hero gets some help or guidance to help set them on their path. The mentor figure in the story needs to point to the solution that you want your audience to choose.

Is there a problem?

KNOW

At this stage, you must catch the attention of your audience and align yourself with a problem they face.

Is this a problem I want to solve?

Where can I learn more about this problem?

DEPARTURE

The hero leaves the comfort of the familiar world to set out on a new adventure. How can you provide your audience with a "quick fix" or an "easy win" that helps them to take action and get results?

What's a small first step I can take to solve this problem?

TRIALS

The hero hits some unexpected setbacks. The thrill of those early wins has vanished and it's not an easy journey. At this point your audience is ready to invest more time and energy into this problem, and is ready to learn more.

LIKE

This stage is when your personal authenticity is crucial. your audience will compare you to your competition and look for reason why to choose you above them.

What's it really going to take to solve this problem?

APPROACH

The hero is losing momentum, and experiencing doubts. The big monster that they must confront is on the horizon. This is where you want to create a sense of urgency for your customer, and show them what this problem can't wait any longer.

What does it cost me if I don't solve this problem?

CRISIS

Just when you thought it couldn't get any worse... it did. The hero hits rock bottom and they're about to give up. At this point your audience is feeling the weight and pain of this problem. Solving this problem on their own will take too much time, energy or resources that they don't have, or they realize they can't know how to solve the problem. Either way, they know they need help.

Do I want to solve this problem alone?

TRUST

At this stage you must convince your audience that you are a perfect fit for their problem and that working with you will be a good investment of their time, energy and money.

TREASURE

The hero finds the thing that can turn it all around. Maybe it's an idea, maybe it's a tool, a new way of looking at things, a new person or a power. Here is where you present your way to overcoming this challenge.

What solutions are available to fix this problem?

RESULT

The hero uses this newfound treasure to solve the big problem they're facing. The rewards and results that the hero has been hoping for since the beginning of the story are finally within their grasp. Your audience wants to know what kind of results they're going to get from this. Help them understand in specific numbers if possible) what they can expect to get from overcoming this challenge.

What kind of return can I expect from this solution?

THE RETURN

The hero returns to their ordinary world stronger and wiser than before. Your audience has become a customer and purchased from you, but they still need to be reminded of how much better their life is and what kind of value you continue to provide them.

DELIGHT

At this stage your audience is your customer. You now must remind them of how much better their life is after working with you, present them with next steps, and help them advocate for your business.

How is my life better now?

NEW LIFE

With the new perspective and new Life, the hero sees new options and opportunities. What opportunities can you present them to go deeper with you, and get more of the good results you provide?

How can I keep a good thing going?

RESOLUTION

Free from the challenges and fears that once threatened them, the hero is now free to live the life they've wanted. At this point, you have a delighted customer. How can you provide them with opportunities to share your story with others?

Who else can I tell about this?

Want more help building out a blog that will drive growth for your business? Download the Minimum Viable Blog Cheatsheet with winning recipes to help you plan out content and tell your story in a way that connects with the hearts and minds of your audience. Check it out at:

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