

FORM 10: Custom Client Journey Map

From Riz & Oriah:

Every spiritual business offers a *transformation*, not just a service. Whether you're a healer, a reader, a coach, or a guide—your clients are moving through an arc.

This form helps you identify and clarify that journey. When you know your client's "before" and "after," you can serve with more impact, clarity, and integrity.

You're not just offering a session. You're offering a sacred pathway.

◆ CUSTOM CLIENT JOURNEY MAPPING TEMPLATE ◆

What is the *main transformation* your work offers?

(Example: "From emotional chaos to intuitive clarity" or "From fear to inner power")

1. ENTRY POINT – "THE BEFORE"

What is your ideal client feeling, thinking, or struggling with before they work with you?

- ☐ Confused about purpose
- ☐ Spiritually disconnected
- ☐ Stuck in fear or survival mode
- ☐ Burned out from helping others
- ☐ Seeking guidance or validation
- ☐ Other: _____

Describe it in their words:

2. CORE WORK – "THE MIDDLE"

What happens in your sessions, programs, or offerings that creates transformation?

- ☐ Channeling / Intuitive Insight
- ☐ Energy Clearing / Healing
- ☐ Shadow Work / Inner Child
- ☐ Coaching / Reframing Beliefs

- ☐ Ritual / Integration Practices
- ☐ Somatic or Embodiment Work
- ☐ Other: _____

How would you describe this part of the process in your unique voice?

3. TRANSFORMATION – “THE AFTER”

What results do your clients often walk away with?

- ☐ Confidence in their next step
- ☐ Peace or inner knowing
- ☐ Energy shift or lightness
- ☐ Clearer communication with Spirit
- ☐ Direction in business or love
- ☐ Other: _____

What would a client say *after* working with you?
(Write a sample sentence in their voice):

BONUS: OFFER ALIGNMENT CHECK

Are your current offerings aligned with the journey above?

- ☐ Yes, fully
- ☐ Somewhat—I’m refining them
- ☐ Not yet—I need to adjust my offers

What changes might you make to better support this client path?

INSTRUCTOR NOTE TO STUDENTS:

Once you fill this out, you can use it to write website copy, build packages, or structure your offerings more clearly.

You don’t need 10 services—you need one aligned journey. Let your sacred work speak clearly to the ones it’s meant for.

