



Content Journey Map

Example: Career Coach

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Sample Content Journey Map — Career Coach

This example shows how a career coach can guide potential clients through a thoughtful, staged content journey. Each piece of content plays a role in helping prospects recognize their challenges, explore options, and decide whether coaching is the right next step.

From awareness-building blog posts to trust-building testimonials and service guides, this map demonstrates how to meet your audience where they are, and move them toward working with you. Use it as inspiration as you design your own journey. The goal isn't just more content, but the right content at the right time.

Customer Profile

Audience: Midlife Professional in Career Transition

Role: Individual seeking clarity on what's next professionally — possibly changing careers, launching a business, or exploring flexible income options

Stage: Actively reflecting on their current path and beginning to explore new possibilities

Needs: Guidance, clarity, and trusted insight on how to take the next step with confidence; they're looking for credibility, empathy, and a sense of what working with a coach would actually look like

Awareness Stage (Top of Funnel)

Goal: Help prospects recognize the value of professional guidance during career transitions

Content Type	Purpose	Example Topics	Distribution Channels
Blog Articles	Establish expertise and create awareness	"5 Signs You're Ready for a Career Change," "Why Career Transitions After 45 Require Different Strategies"	SEO, Social Media, Newsletter
Free Quiz	Engagement and self-assessment	"Career Satisfaction Quiz," "Career Archetype Assessment"	Website, Social Media Ads
Podcast Guest Appearances	Reach new audiences	Discussions on career evolution, workplace challenges for women	Industry Podcasts, Promotion on LinkedIn
Downloadable Checklist	Provide immediate value	"Career Transition Readiness Checklist," "Midlife Skills Inventory"	Website Lead Magnet, Social Media
Social Media Posts	Build awareness and relatability	Career transition statistics, quotes on professional growth, common transition challenges	LinkedIn, Instagram, Facebook

Consideration Stage (Middle of Funnel)

Goal: Demonstrate expertise and methodology while building trust

Content Type	Purpose	Example Topics	Distribution Channels
Case Studies	Show real results	"How Jane Navigated Her Transition from Corporate to Consulting," "Career Pivot Success Stories"	Email Nurture Sequence, Website
Webinar/Workshop	Demonstrate expertise interactively	"3 Frameworks for Career Clarity," "Identifying Your Transferable Skills"	Registration Page, Email Invitation, Partner Promotion
Methodology Guide	Explain your approach	"The Career Archetype Profiling Method Explained," "How Career Coaching Actually Works"	Email Sequence, Download After Quiz
Comparison Chart	Help evaluate options	"Self-Directed vs. Coached Career Transitions," "Group Programs vs. 1:1 Coaching"	Website Resources Section, Email Nurture
Video Testimonials	Build credibility	Client success stories with specific results and experiences	Website, YouTube, Social Media

Decision Stage (Bottom of Funnel)

Goal: Remove final objections and facilitate commitment

Content Type	Purpose	Example Topics	Distribution Channels
Service Descriptions	Clarify offerings	Detailed coaching packages, program curriculum overviews	Services Page, Sales Calls
FAQ Document	Address common hesitations	Coaching process questions, payment options, time commitment	Website, Pre-consultation Email
ROI Calculator	Justify investment	Career transition investment calculator (comparing coaching cost to potential income increase)	Sales Page, Consultation Calls
"Day in the Life"	Set expectations	"What to Expect in Your First Month of Coaching," "The Coaching Journey Timeline"	Pre-Onboarding Email, Sales Page
Limited-Time Offers	Create urgency	Bonuses for deciding by specific date, special group program cohort pricing	Email, Sales Page, Consultation Follow-up

Post-Purchase Stage

Goal: Ensure success and cultivate referrals

Content Type	Purpose	Example Topics	Distribution Channels
Welcome Kit	Set expectations and build excitement	Program overview, tools introduction, success path	Email Sequence, Client Portal
Resource Library	Support implementation	Worksheets, scripts, templates, recommended reading	Client Portal, Email
Progress Tracking	Maintain momentum	Achievement trackers, milestone celebrations	Sessions, Client Portal
Advanced Content	Deepen engagement	Specialized topics based on client's specific career path	Email, Client Portal
Referral Program	Expand client base	Client success spotlights, referral incentives	Email, Client Portal

Integration Points and Content Flow

1. **Quiz to Email Sequence:** After taking the career archetype quiz, prospects receive personalized email sequence with case studies matching their archetype
2. **Blog to Webinar:** Blog posts include invitations to relevant webinars that explore topics more deeply
3. **Webinar to Consultation:** Webinar participants receive special invitation for free career clarity consultation
4. **Social Media to Lead Magnet:** Social posts drive to relevant lead magnets that address specific pain points
5. **Case Study to Service Offering:** Each case study connects to most relevant service offering
6. **Email Nurture to Decision:** Email sequences culminate in clear call-to-action for consultation booking



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Need help implementing your content strategy? Contact us for a consultation:

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