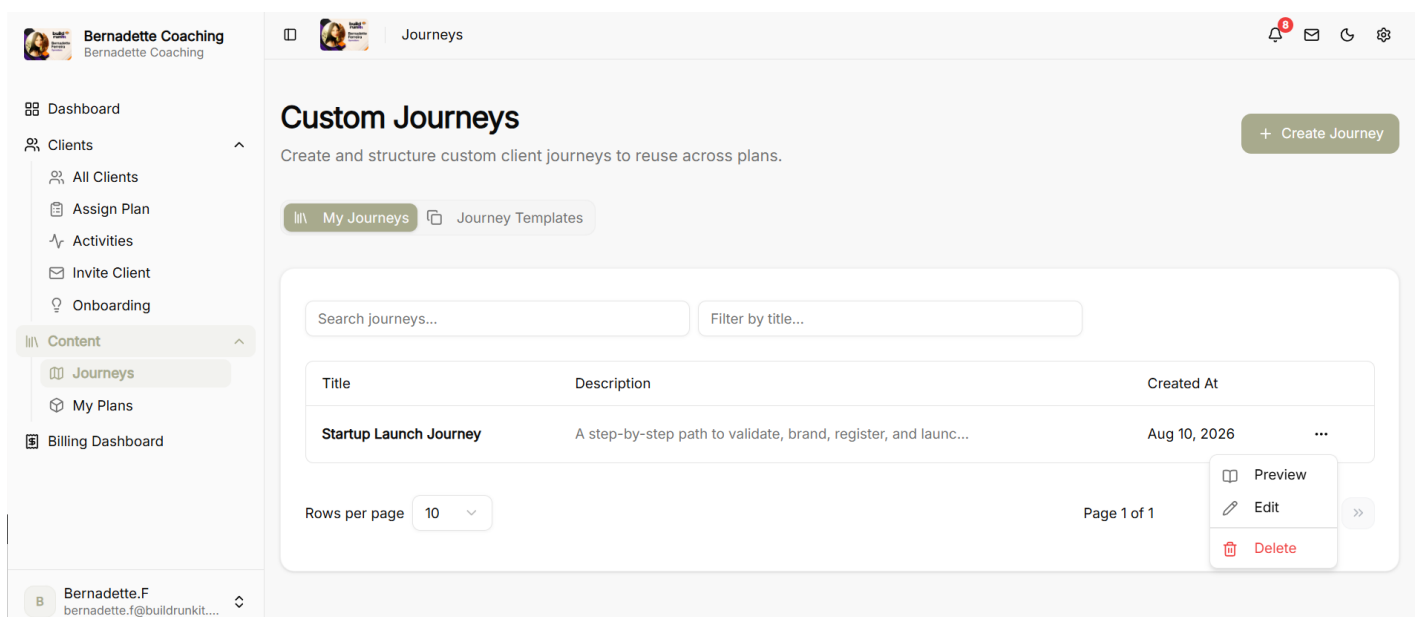


Mentor Alliance Business Coach Kit – Journeys

Mentor Alliance Business Coach Kit – Journeys



The **Journeys** module allows coaches to create, manage, preview, and structure custom client journey paths and leverage pre-built templates to build structured coaching content plans.

Custom Journeys Dashboard & Preview Options

- **My Journeys View:** Displays a table of all custom journeys with their title, description, and creation date.
- **Action Menu (... Options):** Clicking the three dots on any listed journey opens the quick menu to **Preview**, **Edit**, or **Delete** the journey.
- **Preview Journey Screen:** Renders a read-only overview showing total stages, total substages, tag type (e.g., *Custom*), and an expandable breakdown of every stage and substage in the sequence. Includes an **Edit** button in the top header for quick updates.

Edit Custom Journey Builder

🔍 Preview

🔒 Hide Journey Library

Journey Name *

Startup Launch Journey

Description

A step-by-step path to validate, brand, register, and launch your startup.

Journey Stages

+ Add Stage

Stage #1

Orientation Stage

Stage #2

Discovery Stage

Stage #3

Market Research Stage

Stage #4

Brand Foundations & Brand Kit Stage

Stage #5

Admin and Operations Stage

Stage #6

Go-to-Market Stage

Stage #7

Finalize and Export Stage

Cancel

Save Journey

in Journey Library

X

Substages

Complete Journeys

Q Search library...

GO-TO-MARKET STAGE (8)

+

Welcome to the Go-to-Market Stage

🔍 Template

A quick intro to the GTM stage with a video overview of what you'll plan and prepare.

+ Add to Active Stage

Product Positioning & Messaging

🔍 Template

Define what you offer, who it's for, and why it's better — including your unfair advantage, value prop...

+ Add to Active Stage

Ideal Customer Profiles (ICPs) & Personas

🔍 Template

Refine broad market research into specific targets for your business' immediate launch.

+ Add to Active Stage

Pre-Launch Plan

🔍 Template

This stage is about building anticipation and assets before the official release. It involves planning how...

+ Add to Active Stage

Launch Plan

🔍 Template

This section covers the logistical execution of your launch day and the surrounding weeks.

+ Add to Active Stage

Post-Launch Growth Plan

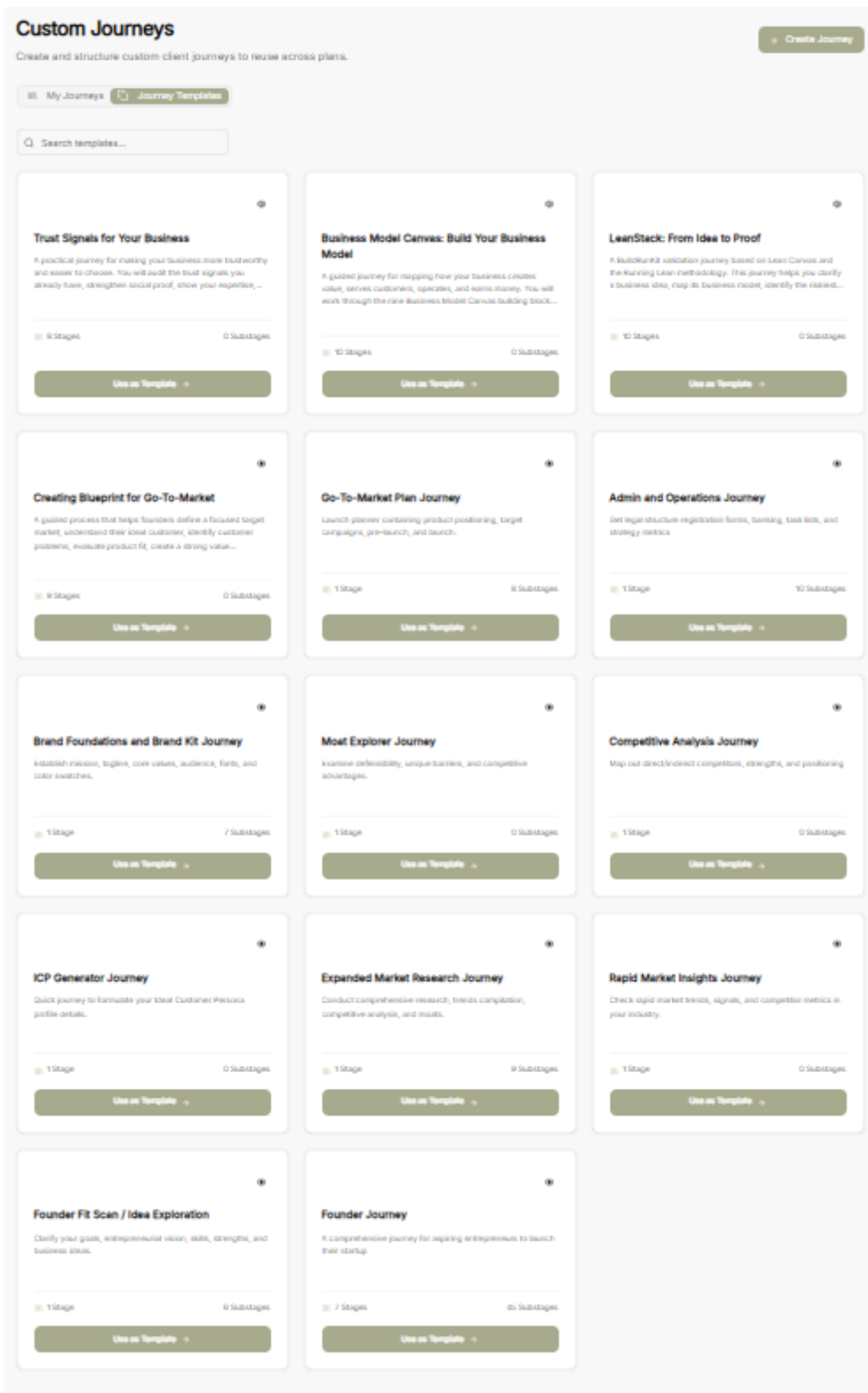
🔍 Template

Once the initial excitement fades, this plan dictates how you will sustain growth.

+ Add to Active Stage

- **Journey Information:** Update the mandatory **Journey Name** and **Description** fields.
- **Stage Management:** Reorder stages using up/down arrows, delete stages, or collapse/expand stage details.
- **Side-Panel Journey Library:** Access pre-made **Substages** or **Complete Journeys** from the library side panel and insert them into active stages via **Add to Active Stage**.
- **Header Controls:** Use **Preview** to check the layout or **Hide Journey Library** to expand your main editing view.

Journey Templates Library



- **Templates Overview:** Switch to the **Journey Templates** tab to browse pre-built frameworks (e.g., *Business Model Canvas*, *LeanStack*, *Go-To-Market Plan*, *Brand Foundations*).
- **Template Cards:** Each template displays stage counts, substage counts, and a brief summary.
- **Use as Template:** Converts any pre-built framework into an editable custom journey.

Create Custom Journey Builder

Create Custom Journey

Structure stages and rich-text substages for reuse in content plans.

Preview

Hide Journey Library

Journey Name *

Description

Journey Stages

+ Add Stage

No stages added to this journey yet. Click "Add Stage" above to begin structuring.

Cancel

Save Journey

Journey Library

Substages

Complete Journeys

Search library...

Refine broad market research into specific targets for your business immediate launch.

+ Add to Active Stage

Pre-Launch Plan

Template

This stage is about building anticipation and assets before the official release. It involves planning tease...

+ Add to Active Stage

Launch Plan

Template

This section covers the logistical execution of your launch day and the surrounding weeks.

+ Add to Active Stage

- **Create Journey Button:** Click + **Create Journey** from the top right of the main dashboard to launch a blank canvas.
- **Canvas Options:** Enter a **Journey Name** and **Description**, then start building from scratch using + **Add Stage** or select pre-built assets directly from the **Journey Library** side panel.

Revision #1

Created 2026-09-30 10:54:56 UTC by Bernadette F

Updated 2026-09-30 11:01:17 UTC by Bernadette F