



STACY COYLE

Stacy Coyle is the Irish-accented Customer Journey & Buyer Experience Strategist behind Workplace Lemonade. Using her Sorbet-Parfait Method™, she helps digital business owners experiencing growth realign their customer journey and craft high-end experiences that wow their audience.

How to Craft a Buyer Journey that Feels Personal

STACY COYLE



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Blogger Breakthrough Summit Podcast Transcript

Liz Stapleton [00:00:07]:
Welcome to

Liz Stapleton [00:00:08]:
the Blogger Breakthrough Summit podcast, where we're all about helping you connect, create, and conquer the blogging world. I'm your host, Liz Stapleton, and today we're diving into topic that's all about love. No. Not the mushy romantic kind. I'm talking about love languages and how they can supercharge your buyer journey. Sounds intriguing. Right? Let's get into it with Stacy Coyle.

Stacy Coyle [00:00:24]:
So Why do we actually want to add love languages into the mix? Like what are the benefits of actually spending time actively thinking out of this? So the first one is empathy. We want to step into our buyer's shoes and anticipate their needs and wants. We want to do this anyway when crafting a buyer journey. But when we view it through the lens of love languages, it really helps us kind of get into their shoes and anticipate their needs. What would make them feel good? The next one is appreciation. We want to convey our appreciation to buyers. They have just invested in us. We want to make sure that they feel appreciated and that they feel supported.

Stacy Coyle [00:01:01]:
The next one is reputation. So love letter just mixed with a solid buyer journey has that wow factor and it reinforces your position as an expert. And then the last one, and it's not to be cynical, but there is an element of reciprocity. So that is often returned to us via things like testimonials, referrals, or maybe even repeat purchases. So it is worth our time to consider how we can use the tool of love languages to achieve these things. I keep saying love languages, but we haven't touched on what those are. So here are the 5 love languages. We have gift date, words of affirmation, quality time, acts of service, and touch.

Liz Stapleton [00:01:43]:
Alright. That's all for today's episode. I hope you found this insightful and are ready to sprinkle a little bit of love into your buyer journey. If you enjoyed this episode, don't forget to subscribe, leave a review, and share it with your fellow bloggers. Until next time, keep spreading the love and keep on blogging.