

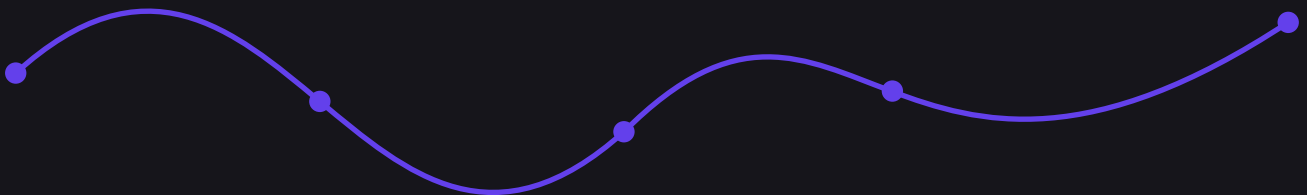


Creed Academy

A PRACTICAL GUIDE TO THE CUSTOMER JOURNEY

Behind the Journey

How to design an experience someone wants
to keep exploring.



Dylan Thompson

CREED.ACADEMY

INSIDE THIS GUIDE

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OPENING

How Did You End Up Here?

If you think about it, you found something I never told you to look for.

I didn't mention this guide in my videos or run ads asking you to download it. The Creator & Affiliate Program was a link in my website's footer. Yet you found it, spent time exploring what was there, and decided you wanted to understand enough about this process to give me your email address and keep reading.

Somewhere between first coming across Creed Academy and arriving here, your interest grew. I want to take you back through that, because you've already experienced part of what we're going to explore in this PDF.

Think about the first piece of my work that caught your attention. If you found me through a short video, I would have appeared among everything else you scrolled past that day. You didn't know me, and you weren't looking to enter a customer journey. Something I said simply felt relevant enough to make you stop.

It could have described a pattern you'd been trying to understand in yourself. You knew the experience, but hearing someone explain it gave you another way to look at it. That gave you a reason to watch a little longer, visit my profile, or find the full video the clip came from.

Once you started watching the longer explanation, you had more room to connect it to your own life. You could follow how an experience becomes meaningful, how that meaning shapes what you expect, and how those expectations can shape decisions you've made for years. A conversation came back to you. You remembered a choice you'd never quite understood. The subject grew more personal as you began to recognise where it showed up in your life.

By then, you had a different reason to keep going than the one that first made you stop scrolling. You wanted to understand something about yourself, and the work had given you a place to begin.

Buying a book could follow quite naturally from that. You'd already spent time with the ideas and had some sense of what you wanted to explore further. Then, while reading, you reached a point where the explanation raised a practical question. You understood what I meant about the past shaping your beliefs, but how were you supposed to sit down and examine that in your own life?

At the end of the act, a QR code took you to guidance on doing exactly that.

Following it took you to the website, where you could work through your past, think about the future you wanted, and explore how to start creating in the present. As you looked

around, you also had opportunities to discover work you hadn't arrived looking for. Another book caught your interest. A journal gave you somewhere to continue your reflection. The story behind Creed Academy showed you the early attempts that led to what you were seeing.

Eventually, you noticed the Creator & Affiliate Program in the footer. After thinking about your own direction and learning how to build, the idea of having something to practise with felt relevant in a way it wouldn't have when you first discovered me.

Your own route will have different details. You could have started with a book, found the website through a friend, or returned to the content several times before going further. But look at what was happening as you moved through it. Each experience gave you something to consider, and what you took from it influenced what you wanted next.

That's the part I spent years learning how to design.

When I first started, I thought having the pieces would be enough. Make some content, build a website, put a product on it, and send people there. In my head, it all connected because I knew what I was trying to create. Someone arriving for the first time had none of that understanding. They had whatever interested them enough to click, and the next thing they found had to make sense.

So I began thinking about what happened between those steps. A short clip could raise a question that needed a longer explanation. The explanation could help someone recognise a problem without giving them enough guidance to work through it. A book could provide that depth, then leave them wanting a practical way to apply what they'd read. Each of those moments helped me understand what to create and where it belonged.

From your side, you were finding things that felt useful. On my side, I figured out how to make the next useful thing available when you were ready.

You can see why that matters when you look at where we've ended up. Someone who once knew nothing about Creed Academy is now spending time reading a detailed explanation of how I built it. Decisions and experiences happened between those two points, and understanding them gives us a much more useful place to start than simply asking what kind of content you should post.

Throughout this PDF, I'll show you the thinking behind those decisions, then apply it to a gym and a construction business. We'll follow what someone needs as they move from discovering each business to getting involved, so you can start making the same decisions for your own.

For now, hold onto the moment you found that link in the footer. You saw an opportunity you wanted to explore because of the understanding you'd developed before reaching it.

Designing a customer journey begins with thinking about how that understanding develops.

QUICK REFERENCE

The Whole Journey at a Glance

Before we look at the decisions behind Creed Academy, I want to give you a simple version of the process. That way, as we go deeper, you'll understand where each piece fits and what you're trying to create for yourself.

The easiest place to begin is with the person discovering your business. They've got their own life, their own problems, and probably very little reason to pay attention to you yet. Your job is to give them a reason that matters to them, then make sure there's somewhere useful to go when they want to know more.

Here's how that can unfold.

1. Something catches their attention

They come across a short video that speaks to an experience they recognise or something they want for themselves. The clip gives them enough to become interested, with a longer explanation available if they want to explore it.

2. They spend time understanding it

The longer content helps them make sense of what first caught their attention. As they connect it with their own situation, they begin to understand how your work could help and whether they want to take it further.

3. They explore what's available

Your website gives that interest somewhere to go. They can learn about your approach, find practical guidance, and explore the products or services relevant to what they're trying to do.

4. They choose a way to begin

They buy a book, book an introductory gym session, or apply for an apprenticeship. The step depends on the business, but it needs to make sense given their current understanding, confidence, and circumstances.

5. They experience what you've offered

Now the work needs to deliver. They use the guidance, attend the sessions, or begin learning the trade. What happens here gives them a reason to trust you beyond anything your content could have said.

6. Their progress opens up another possibility

As they learn and gain experience, something that once felt out of reach can become a step they're ready to consider. That could be attending a retreat, joining a competitive training programme, or taking responsibility for a team.

You can use this outline to start mapping your own business, but the important work happens between these steps. Someone can enjoy your videos and still feel too intimidated to enter your gym. An apprentice can be excited to join you and still need considerable support before they're ready to lead anyone.

Understanding those gaps helps you decide what to create, teach, or provide along the way. To figure that out, we'll start at the other end of the journey: the experience you want your business to make possible.

THE CONNECTIONS AT A GLANCE

One journey. Different businesses.

CREED ACADEMY

1

Discover

A short clip introduces an idea worth exploring.

2

Understand

Long-form videos and books develop the explanation.

3

Apply

QR codes and practical pages help readers use the ideas.

4

Build

The Creator & Affiliate Program offers a place to practise.

5

Connect

For some, an in-person retreat becomes a meaningful next experience.

01 / THE CUSTOMER JOURNEY

Begin With Where You Want to Take Them

When I first started Creed Academy, I thought I needed to create a course. I had ideas about psychology and identity I wanted to share, and a course seemed like the obvious way to turn them into a business. Everyone I was learning from was selling one, so I started writing lectures, filming videos, and building a website around something I hadn't really stopped to question.

I was so focused on finishing that I hadn't given enough thought to the experience of the person who would eventually sit down and watch it. In my head, I knew how the ideas connected because I'd spent years exploring them. Someone discovering me for the first time wouldn't have that background. They'd be arriving with something happening in their own life, looking for an explanation that helped them understand it.

Once I started thinking about that person, the question became more difficult than deciding what to put in a course. If they spent time with my work, understood what I was explaining, and started applying it, where could that actually lead them?

I wanted someone to recognise a pattern they'd lived with for years and finally understand why it kept showing up. With that understanding, they could begin questioning decisions they'd previously accepted as part of who they were. Then, as they developed a clearer idea of what they wanted, they'd need somewhere to put that thinking into action.

That's how the different parts of Creed Academy began finding their place. The books gave me room to explain the ideas properly, while the practical pages guided readers through them. When someone reached the present section, I could show them how to start building something, using the same skills I'd spent years learning myself.

Walking through that experience in my head also helped me understand why I wanted an in-person retreat. If someone had spent years with this work, gone through the uncomfortable parts of questioning themselves, and started creating a life they felt proud of, I'd want to sit down with them and hear about it. I'd want to know what they tried, what went wrong, and what they understood differently because they'd lived through it.

You can picture how different that conversation would be from the one we could have when they first discovered a short video. We'd have years of shared ideas to draw on, along with experiences neither of us could have predicted at the beginning. They'd bring their own story to the table, and we could spend a week exploring those conversations with other people doing the same work.

That's the experience I want to create through Anodos. Having it in mind helps me think more carefully about everything someone encounters before they ever consider coming. If

I want to have those conversations, I need to give people something worth taking into their lives first.

Working Backwards From That Experience

You can start asking the same questions about a very different business. Imagine you own a CrossFit gym, and you want to create a serious training programme for people who want to compete. You know the kind of environment you'd like to build because you can already picture the sessions: athletes turning up with a shared purpose, coaches who understand what each person needs, and people pushing one another because they care about improving.

The challenge becomes clearer when you picture someone who wants to be part of that environment but has never stepped into your gym. They watch your athletes training and wish they could do the same, yet they're embarrassed by how little they know. Before they've even asked about joining, they've decided they should probably get fitter first.

That hesitation gives you something useful to work with. Your videos could introduce the movements and explain how beginners are coached, so they know what to expect when they walk through the door. An introductory session could then let them experience that support for themselves. Once they join, coaching and training need to help them develop at a sustainable pace, with opportunities to compete when they're ready.

As you follow that person forward, you begin seeing what your competitive programme depends on. It needs a way for interested beginners to become capable, committed athletes, and that takes considerably more than advertising an exclusive class. Some members will eventually want that opportunity. Others will be happy to get stronger and enjoy the community, so the experience needs to remain worthwhile wherever they choose to take it.

For a construction business, we can follow the same reasoning through recruitment and development. Say you're based in Brisbane and want to build teams capable of running jobs in other locations. You'll eventually need people you trust to lead those teams, but someone applying for their first apprenticeship is a long way from being ready for that responsibility.

If you want to develop that person within your business, start by working backwards from what leadership requires. They'd need to understand how jobs are organised, how to communicate with clients, and how to support someone who is still learning. Those abilities need to develop alongside their trade skills, through experience and guidance, before you could reasonably ask them to lead anyone.

That changes how you think about the opportunity from the start. Your content can give prospective apprentices an honest look at the work and the path available. The apprenticeship gives them a structured place to learn, while later responsibilities let them

practise making decisions with support. You're beginning to design a development process that could prepare suitable people for the roles your business will need.

We're looking at an employee's journey here rather than a customer's purchase, but you can see how choosing a destination helps reveal the work required along the way.

Start With Something You Can Help Someone Reach

For your own business, try describing what someone could experience if your work helped them in the way you intend. Keep following the thought beyond the purchase. If they bought your product and used it, what would become easier, clearer, or possible for them?

If you're starting as an affiliate, you can apply this to a single product. Someone discovers an idea in your content, visits your website to explore it, and finds a journal that suits what they want to work through. Helping them understand how they could use it gives you a much clearer direction for your content than simply trying to get them to buy a journal.

Write down the experience you want to help someone reach, then consider what they'd need to understand or learn before they could get there. You'll start to see questions your content needs to answer and support your business needs to provide.

That gives us a direction to work towards. Now we need to understand the person arriving at the beginning, because the journey has to make sense from where they're standing.

02 / THE CUSTOMER JOURNEY

Understand Where They're Starting

Once I had a clearer idea of what I wanted Creed Academy to become, I could see how much I'd been taking for granted when I sat down to create content. I'd spent years reading about psychology and thinking about my own experiences, so I could introduce an idea and immediately see why it mattered. Someone watching me for the first time hadn't spent those years alongside me. They had their own understanding of life, and whatever I was saying needed to connect with something they already recognised.

That became easier to understand when I thought about why I'd started learning psychology myself. At twenty, I wasn't looking for a framework to explain identity development. I wanted to understand people and make more sense of my own life. That interest came from experiences I was already having, long before I knew the language to explore them.

Remembering that gave me a better place to begin writing. If I wanted to talk about how identity develops, I could start with wanting to do something and feeling unable to follow through. Someone might spend their evenings imagining a different life, then wake up and make the same decisions they made yesterday. They're frustrated because they can see what they want, yet something about moving towards it feels uncomfortable enough to keep putting it off.

From there, we have something to explore together. I can help them examine what they expect will happen if they try, where those expectations came from, and why staying with something familiar can feel easier even when they're unhappy with it. The explanation has somewhere to land because we began with a situation that already mattered to them.

That also changes what I need to understand before I write. Knowing that someone wants to start a business tells me very little about what's stopping them. One person has an idea and needs help building a website. Another has spent months researching because they're frightened of choosing the wrong idea. A third has already tried, lost money, and now struggles to trust their own judgement.

They could all click on the same video about starting an online business, but they'd be bringing different questions to it. If I only explain how to build a website, I might help the first person while leaving the other two exactly where they started.

The more clearly I understand those differences, the better I can decide what a piece of content needs to do. Sometimes the person needs instructions. Sometimes they need help recognising the assumption that keeps them from using the instructions they already have.

Looking More Closely at the Person Outside Your Gym

We can take that understanding back to the person who wants to join your CrossFit gym but keeps deciding they should get fitter first. From your perspective as a coach, that could seem strange. Helping people get fitter is part of what your gym does, and you know how to adapt a session for someone who's never trained before.

They don't know that yet. What they've seen is a room full of people who seem to know exactly what they're doing, and they're trying to imagine themselves walking in. They're wondering whether they'll hold everyone up, misunderstand an instruction, or be the only person who can't finish.

If you respond by telling them how experienced your coaches are, you've given them information without necessarily answering the concern. They still don't know what will happen when they struggle in front of those coaches.

A video following a beginner through their first session could make that much clearer. They'd see a coach explain a movement, adjust it to suit the person, and help them work at an appropriate level. You could show them where to go when they arrive and what the introductory session involves, so they can picture an experience that previously felt hard to enter.

Before creating that video, though, you'd want to find out whether this is actually what people are worried about. Ask new members what nearly stopped them from coming. Listen to the questions people ask before booking, and notice what they tell you after their first session. When someone says, "That was nothing as I expected," there's an opportunity to understand what they expected and where that impression came from.

Those conversations can reveal details you've stopped noticing because the gym has become familiar to you. What feels obvious inside the business can still be why someone stays outside it.

Understanding the Person Considering a Trade

For the construction business, imagine a teenager in Brisbane considering an apprenticeship. They've watched a few videos, enjoyed practical subjects at school, and like the idea of earning money while learning something useful. They're interested enough to look into it, but they haven't made a decision.

At that point, describing your pathway into team leadership could give them something to look forward to. Their immediate questions are likely to be closer to home, though. They want to know what they'd actually do all day, whether they need experience to apply, and how they'd manage the early starts or get to different job sites.

Their parents may have questions too, especially if they're helping them compare options. They'll want to understand the training, supervision, and workplace expectations.

Someone enthusiastic about the trade may still hesitate to apply if neither they nor their family can find clear answers.

You can start by talking with applicants and apprentices already working with you. Ask what they understood before starting, what surprised them, and what they wish someone had explained earlier. That gives you material for showing the work honestly, including the parts that are demanding or take time to learn.

Some people will discover that the opportunity suits them. Others will realise they had a different picture of the trade and decide to explore another direction. Both outcomes help, because the purpose of that early content is to give someone enough understanding to make a considered decision about applying.

Find Out Before You Fill in the Gaps

As you begin applying this to your own business, you'll have ideas about what people want and what might be stopping them. Your own experience can be a useful starting point, especially if you're helping someone through something you've faced. Still, you need to check it against the people you're hoping to reach, because they won't all interpret the experience the way you did.

Start with the conversations available to you. Review questions people have sent, talk to someone who bought a similar product, or ask a prospective customer what they've already tried. Give them room to explain before introducing your solution, so you can hear how they describe the situation in their own words.

If you're beginning as a Creed Academy affiliate, this could mean listening to the questions people ask beneath the content you share. When a particular idea gets a response, look more closely at what people are responding to. Someone explaining how a pattern shows up in their life gives you more to work with than a view count alone.

As you listen, try to understand what they want to change, what they've done about it so far, and what makes the next step difficult. Keep their actual words alongside your interpretation, so you can return to what they said rather than gradually replacing it with what you expected to hear.

You'll begin to recognise situations you can speak to with much greater precision. Instead of sitting down wondering how to make people interested in your business, you'll have a question someone is already trying to answer. That gives you a place to begin the conversation when they first come across your work.

03 / THE CUSTOMER JOURNEY

Give Them a Reason to Stop

Once you understand what someone is trying to work through, you can begin thinking about how they'll first encounter your business. For Creed Academy, that first encounter could happen while someone is lying in bed scrolling through their phone. They haven't set aside time to learn about identity. They're passing a few minutes before bed, and my video appears among everything else competing for their attention.

Whatever I say needs to make sense in that moment. I can't rely on them knowing who I am, understanding my work, or giving me a minute to get to the point. I need to begin somewhere they can recognise quickly enough to want to hear the next sentence.

That's why the short-form content connects back to the experiences we explored in the previous section. Someone who keeps putting off an idea already knows what that frustration feels like. If a clip starts by describing how they spend hours planning something, feel excited about the possibility, then find another reason to delay when it's time to act, it has a way into the conversation.

From there, I can introduce something worth considering. They may treat another week of research as preparation because it lets them stay close to the idea without risking getting it wrong. That gives them a specific question to take into their own life: Will this next piece of research help me act, or am I using it to postpone the part that makes me uncomfortable?

A short video has enough room to help someone notice that distinction. Exploring where the discomfort comes from and how it relates to their self-understanding takes longer, which is where the full explanation becomes useful.

This is how I think about the relationship between my short and long-form content. The three longer videos give me room to develop the ideas, and the clips introduce people to particular moments within those explanations. Each clip needs to make sense to someone encountering it on its own, while giving an interested person a clear reason to find the conversation it came from.

Finding the Moment That Carries the Idea

When you're choosing a section from a longer video, it's easy to pick something because it sounds powerful in context. You remember the explanation that came before it, so the sentence carries meaning for you that a new viewer hasn't had a chance to develop.

Take a statement like, "That's why you keep returning to what feels familiar."

Inside a longer discussion, that could bring several ideas together. On its own, it leaves someone trying to figure out what “that” refers to and what kind of familiarity you mean. By the time they’ve started piecing it together, they may have already moved on.

You need to look at the clip from the point where they enter it. Include enough of the situation for the explanation to have meaning, even if that means starting a few sentences earlier or choosing a different section altogether. Someone should be able to understand what you’re discussing without having watched anything else you’ve made.

As you edit, keep asking what each part contributes. A pause can give an idea room to land. A visual can make an example easier to follow. Captions can help someone understand the words when they’re watching without sound. Those choices earn their place by helping the person stay with the explanation.

That gives you a useful way to judge the finished clip. Watch it as though it appeared on your phone from someone you’d never seen before. Can you understand the situation? Does the explanation give you something to think about? If you wanted to know more, would you know where to go?

What Would Make a Future Gym Member Stop?

For someone considering your CrossFit gym, you already have a useful starting point: the belief that they need to get fitter before joining. You could build a longer video around what beginners actually experience, then use a short section to show how a coach adapts a movement during an introductory session.

The clip could open with someone looking at the prescribed workout and asking, “What happens if I can’t do any of that yet?” As the coach walks them through an appropriate starting point, the viewer gets an answer to a concern they’ve been carrying.

That moment gives the content a purpose beyond showing how impressive your gym looks. Someone who’s been hesitating can start imagining how they would be supported there, and the full video can walk them through the rest of the first-session experience.

You’d approach an aspiring competitor differently. They might already feel comfortable training but have no idea how to judge whether they’re ready for their first competition. A clip explaining one part of that decision could lead into a longer discussion about preparation, expectations, and what a beginner competition involves.

Both pieces can belong to the same gym and the same wider journey. They meet people at different points in it, so understanding the person comes before choosing the opening line.

What Would Make a Prospective Apprentice Stop?

For the construction business, you could begin with a question someone is reluctant to ask in an interview: “What am I supposed to know on my first day?”

A short section from a longer apprentice introduction could show a supervisor explaining the difference between what the business expects a beginner to know and what it will teach. Include a specific example from the work so the answer feels real. Viewers can then replace their assumptions with a clearer understanding of the opportunity.

The longer video could follow the first day in more detail, showing how tasks are explained, who the apprentice works alongside, and what they should do when they're unsure. The short clip gives them a reason to seek that explanation because it has already addressed something they were wondering about.

You can also show where the work could lead, but give people enough context to understand the progress involved. If you feature someone running a team, let them explain what they had to learn before taking on that responsibility. A prospective apprentice can then see a possible direction alongside a more honest picture of what it takes to get there.

Choose What You Want the Attention to Lead To

As you start creating your own content, decide what someone can usefully explore after watching. For Creed Academy, that can mean taking a clip from one of the three longer videos and making the full explanation easy to find. For an affiliate, that could mean choosing footage that introduces an idea you explore further on your own landing page.

If you share a clip about reflecting on the past, for example, the page you send people to should continue that subject. Give them a place to understand the idea more clearly and explore relevant resources. Sending them straight to an unrelated product list would leave them to do the work of finding the connection you had in mind.

Before publishing, write down what the clip helps someone recognise and what the next destination helps them understand. Reading those two things together should make the connection clear. If it doesn't, you have something to adjust before asking anyone to follow it.

Once the content is live, pay attention to what happens beyond the view count. Someone asking for the full explanation, visiting the relevant page, or describing how the idea relates to their experience gives you clues about the kind of interest you're creating. A widely watched clip can help, but you still need to know whether it's bringing people into the work you intended to share.

For now, choose one question your audience already has and create a short piece that begins answering it. Give that explanation enough substance to be useful, then make the next place worth visiting. When someone decides to spend more time with you, they should be able to follow that interest into a deeper conversation.

04 / THE CUSTOMER JOURNEY

Give Their Curiosity Somewhere to Go

When someone leaves a short clip to watch the full video, they're giving you more than another view. Something has interested them enough to interrupt what they were doing and spend more time exploring it. They're arriving with a question in mind, even if they haven't quite put it into words, and the longer explanation needs to help them follow that question somewhere useful.

For Creed Academy, that's where the three videos on the past, future, and present come in. A short clip can help someone recognise an experience, but the longer format gives me room to explore how that experience developed and what it could mean for the decisions they're making now.

If someone recognises themselves in a clip about putting off an idea, for example, I want to give them more to work with than the realisation that they've been avoiding something. They already know they haven't started. They're trying to understand why an idea they care about becomes so hard to act on when they finally have an opportunity.

We can start by examining what they imagine will happen if they try. They might worry about wasting money, being judged, or discovering they aren't as capable as they hoped. As we explore those expectations, we can consider the experiences that shaped them and how they've come to influence what feels possible.

That takes a conversation. Someone needs time to recognise what you're describing, connect it with their own experience, and consider an explanation they haven't thought about before. If I rush from identifying the problem to telling them what to do, I skip the part that could help the advice make sense.

Stay With the Question Long Enough to Answer It

This is one reason I wanted the longer videos to work together. Looking back gives someone a way to examine how their understanding of themselves developed. From there, the future becomes a more personal question, because they can begin considering whether the life they've been working towards reflects what they want now. The present then gives that thinking somewhere to go through decisions and action.

Each part creates a reason for the next. Someone who has begun questioning their direction will eventually want to consider what they could choose instead, and once they have a clearer picture of that, they'll need to work out how to begin.

You can use the same thinking within a single video. Start with the situation that brought the person there, then follow the questions that arise as their understanding develops. If you introduce an idea that needs explaining, give it the attention it needs before moving on. When the explanation becomes abstract, bring it back to a situation the person can picture.

For the viewer who keeps delaying their business idea, that could mean looking at an ordinary evening. They sit down intending to build their first page, open a tutorial, and soon find themselves comparing platforms again. By the end of the night, they've learned more about website builders but still haven't published anything.

Now we have something specific to examine. What decision were they trying to make? What did they believe they needed to know before making it? Could they have tested a simple version with what they already understood?

Working through that example gives the person a way to recognise a similar moment when it happens again. They leave with something they can use, giving them a better basis for deciding whether to spend more time with your work.

Let Them Experience How Your Gym Teaches

For the gym, we can continue with the beginner who watched a coach adapt a movement in a short clip. They've seen enough to question the belief that they need to get fit before joining, but they're still trying to imagine themselves taking part.

The full video can follow someone through an introductory session, giving those remaining questions a natural order. As they arrive, show how they're welcomed and what the coach asks about their experience. When the session begins, explain how the movements are introduced and how the coach decides what's appropriate for them.

As you follow the session, you also have opportunities to explain things an experienced member would take for granted. A beginner might see people using different weights and wonder whether they're falling behind. Showing why you make those adjustments helps them see how the same session can accommodate different experience levels.

By the end, they've seen how your coaching works and what participation could look like for them. If they decide to book, they can arrive with a clearer understanding of the experience they've chosen.

For someone further along, the longer content would need to answer different questions. An aspiring competitor could benefit from a coach walking through the preparation for a first event, explaining how training changes, what needs practising, and how expectations are managed. The depth comes from following the decisions the person needs to understand at that stage.

Show the Reality of Learning a Trade

For the construction business, the prospective apprentice has watched a short clip about what they're expected to know on their first day. That has addressed one concern, and now they want a fuller picture of the work.

A longer video could follow an apprentice through a day, with explanations from both the apprentice and their supervisor. You can show how a task is introduced, what support is available, and how questions are handled when someone is still learning.

The useful detail often lies in moments that disappear from a polished promotional video. Someone needs an instruction explained again. A supervisor checks work before the next stage begins. The apprentice talks about something they found difficult during their first few weeks and how they became more comfortable with it.

Those moments give a prospective applicant something to compare with their own expectations. They can see the effort involved alongside the support, and begin deciding whether they want to learn in that environment.

As they consider it more seriously, you can share more information about the application process, training arrangements, and practical expectations. Longer content helps them understand the opportunity well enough to know what they still need to ask.

Decide What They Should Understand Before Moving On

When you sit down to plan your own longer content, start with the question that brought someone there. Then ask what they would need to understand to take a useful next step.

That gives you a way to choose what belongs in the explanation. A personal story can help someone recognise an experience or understand why you approach it a certain way. A demonstration can show how something works. An example can make a difficult idea easier to follow. Include those things where they advance the understanding you're trying to build, and give yourself permission to leave the rest for another piece of content.

If you're working as an affiliate, the same principle applies to the material you choose and how you present it. You can use the provided long-form content within the programme's permissions, or develop the explanation on your own website around the footage you share. Keep the person's original interest in mind as you decide where to direct them, so they can continue exploring the subject without having to search for the connection themselves.

Before publishing, follow the explanation from the beginning and consider where it leaves someone. Have you answered the question that brought them in? Have you introduced anything they would need help understanding? What can they now do or consider that was difficult before?

Those answers help you recognise when the content has done its job. From there, you can offer an appropriate next step, whether that's exploring a book, booking an introductory session, or finding out how to apply.

When they follow that interest to your website, they'll bring the understanding they've developed. The page they land on needs to pick up the conversation from there.

05 / THE CUSTOMER JOURNEY

Build a Website That Continues the Conversation

For a long time, I treated the website as the thing that would make Creed Academy work. I'd finish a design, look through the pages, and feel convinced that this version finally explained what I was trying to create. Then I'd learn something new, notice everything I could improve, and start pulling it apart again.

If you've seen the earlier versions, you'll understand how many times that happened 🤖

Each attempt taught me something, but looking at a website you've built yourself is a very different experience from arriving there for the first time. I knew where everything was and why I'd put it there. Someone following a link from a video would have none of that context. They'd have a reason for clicking, and the first page they saw needed to make sense in relation to it.

That became a more useful way to think about the website. I could look at each page and ask what someone would already understand when they arrived, what they'd be looking for, and what would help them continue.

For example, someone scanning a QR code at the end of the previous section of my book has already spent time exploring how their experiences have shaped them. Sending them to a general homepage would make them search for the practical guidance they'd been offered. Taking them directly to the past page lets us pick up where they left off and start applying what they've read.

The same website can also welcome someone who knows very little about Creed Academy. That person needs a different introduction, so not every visitor needs to start on the same page.

Give Each Page a Clear Place to Begin

Imagine you've just watched a video that helped you recognise a pattern in your own life. You follow the link to explore it further, but the page opens with a broad statement about changing your life, followed by products you don't yet understand.

You can probably work out what the business sells, but the question that brought you there is still unanswered. Now you have to decide whether to keep looking.

If the page begins with the subject you've just been considering, you can settle into it more easily. A clear title helps you recognise that you're in the right place, while the opening explains what you can explore there. As you read, the page develops that understanding and introduces relevant guidance or products where they become useful.

That's what I want the practical pages to do. The past gives someone a way to examine what has shaped them. The future helps them consider the direction they want to take. The present then moves into building and testing something in real life. By the time the Creator

& Affiliate Program becomes relevant, they've had a chance to understand why they might want to practise something.

You've already experienced some version of that progression yourself. As you moved through the work, certain pages became interesting because of what you'd been thinking about before reaching them.

Make Discovery Easy to Follow

Part of my intention with Creed Academy was to let people explore the products through their interest in the work. Someone could come for a practical guide, browse the books, and find one that answered a question they wanted to explore more deeply.

For that discovery to happen, the website still needs to be clear about what's available. People need to find the books, understand how they differ, and know where to buy one. Giving someone room to choose means giving them enough information to make that choice.

The same applies to the links within your writing. If I mention a journal as somewhere to work through an exercise, I can explain how it relates and make it available to explore. The reader can continue the exercise whether they buy it or use a notebook they already own, while someone looking for more structure has an option that makes sense in the moment.

That lets a product become part of an experience the person already values. We'll look more closely at the role of each offer in the next section. For now, the website needs to make those connections understandable without interrupting every explanation to ask for a purchase.

Help the Gym Visitor Take the Step They Came For

For the gym, we can continue with the beginner who has watched your introductory video. They've seen how a coach adapts the session and are starting to feel comfortable trying it themselves.

When they follow the link, take them to a page about getting started. They should be able to recognise the session they watched, understand who it's for, and find the practical information needed to attend. That includes the location, available times, cost, what to bring, and how to book.

As you build that page, follow the experience through from their side. If they book an introductory session, what happens immediately afterwards? Do they receive confirmation? Do they know where to park and who to ask for when they arrive? A clear page can still leave someone uncertain if the booking ends without explaining what comes next.

Your competitive programme can have its own page for members who are ready to consider it. There, questions will focus on training expectations, suitability, coaching, and the application process. Keeping those explanations relevant to each group lets beginners find a comfortable entry point while giving experienced athletes the detail they need.

Give the Prospective Apprentice a Clear Way to Apply

For the construction business, the person arriving from your apprentice video is considering a decision that could shape the next few years of their life. They've had a look at the work, and now they want to understand the opportunity in enough detail to discuss it with their family or submit an application.

The apprenticeship page can bring that information together. Explain where the role is based, what the work involves, what applicants need before applying, and how the training is arranged. If an intake is open, make the application process easy to find and explain what happens after someone submits their details.

You can support that explanation with the people and work they've already seen in your content. A prospective applicant who recognises the supervisor from a video has a familiar reference point as they learn more about the team.

Customers looking to hire your construction business need their own clear route through the website. They'll be interested in the projects you take on, the quality of the work, and how to enquire. Both groups can use the same site, as long as the navigation helps them find the information they need to decide.

Build the First Useful Version

When you start building your own website, you can avoid confusion by choosing one route to build first. Decide where the visitor is coming from and what they need when they arrive, then write the page around that experience.

For an affiliate, that could start with a clip about understanding past patterns. Your landing page can continue the explanation, introduce the relevant Creed Academy products, and help someone decide what they want to explore. If they choose to buy, the Amazon link should be clearly identified, alongside an appropriate affiliate disclosure.

You can use the template I've provided as a starting point, but read every section in relation to the content you're sharing. The structure gives you something to work with; you still need to make sure the page delivers what your link led someone to expect.

Before publishing, ask someone unfamiliar with the page to follow that route. Give them the same starting point a visitor would have, then let them explore without explaining it for them. Notice where they hesitate, what they misunderstand, and which questions remain when they reach the end.

Those moments show you exactly what to improve. You might need a clearer opening, more practical detail, or a link placed where someone is ready to use it. Make those changes, then follow the route again.

As the page becomes easier to understand, you can turn your attention to what you're offering through it. The person has found their way into your work; now each product or service needs to give them a worthwhile way to continue.

06 / THE CUSTOMER JOURNEY

Give Each Offer a Job

When I decided to move toward books, part of the appeal was how familiar the experience felt. I'd spent years learning by reading, sitting with an idea, and coming back to it when something in my life gave it a different meaning. A book gave me room to develop an explanation properly, and it gave the reader something they could move through at their own pace.

That helped me think more carefully about what I was asking someone to buy. If they'd watched my videos and wanted to understand the ideas more deeply, a book could provide that depth. Once they started examining those ideas in their own life, a guided journal could give them questions and structure to work with. Someone who preferred to follow their own thoughts could use a notebook instead.

Each product could support a different way of engaging with the work. That gave me a clearer reason to create it and a more useful way to explain it on the website.

Someone browsing the products shouldn't have to figure out why I've made three things that seem to do the same job. They need enough understanding to recognise which one suits what they want to do. If they want an explanation, I can show them where to find it. If they already understand the idea and want somewhere to work through it, I can help them choose an appropriate tool.

That distinction becomes more important as the business grows. Every new product adds something for people to consider, so I need to understand what it contributes before I ask them to spend time or money on it.

Think About the Moment Someone Would Use It

A useful way to explore an offer is to picture what happens after someone gets it home.

Imagine a reader finishing a section about how their past has shaped their expectations. They recognise something they want to examine, but when they sit down with a blank page, they don't know where to begin. A guided journal could help in that moment by giving their reflection a starting point.

Another reader might already keep a journal. They understand how they want to approach the question and simply need space to write. For them, the notebook could be a better fit, while someone who hasn't yet understood the subject might get more from continuing with the book.

Following those situations through helps you explain the difference without making every product sound essential. It also helps you notice where your offer is doing too little. If you describe a journal as guided, the guidance inside needs to help someone who is genuinely unsure how to start. A title and a few lines on a page won't necessarily provide the support your description led them to expect.

The same thinking applies to the retreat, although the experience is very different. Someone considering a week in person needs to understand what being there makes possible beyond what they can already explore through the books and website. The conversations, environment, and time together need to justify the experience you're offering. We'll return to that in more detail when we look at designing something people want to work towards.

Give the Gym Member an Appropriate Way to Begin

For the gym, the introductory session has a clear job. It gives someone a supported first experience and helps both the person and the coach understand how they could begin training.

That means the session should be designed for someone unfamiliar with the environment. They need time to ask questions, learn basic instructions, and experience training at an appropriate level. If the offer promises a comfortable introduction but places them straight into a session they can't follow, the experience will undo the reassurance your content helped create.

From there, a regular membership gives them a place to build consistency, skills, and relationships within the gym. They need to understand what coaching is included, how sessions work, and what support is available as they improve.

The competitive programme would serve members with different needs. Some may need more individual programming, competition preparation, or closer performance review. If you also provide photography, video, or support with presenting themselves to potential sponsors, those services need a clear place within the programme and people capable of delivering them.

As you define these offers, you'll start to see why someone would choose each one. A beginner can spot a sensible place to start, while an experienced member can see what extra support they would get by joining the competitive programme. You also have a clearer basis for working out what each service costs to provide and what you can reasonably charge.

Make the Opportunity Clear in the Construction Business

For the construction business, think about the opportunity you're presenting to a prospective employee. An apprenticeship involves paid work, training, and responsibilities on both sides, so describing it clearly matters well beyond getting someone interested enough to apply.

Applicants need to understand what they would be joining. That includes the kind of work they'd learn, how they would be supervised, and what we'd expect of them as they developed. The future you describe needs a real process within the business to support it.

If leadership is a possible direction, explain how someone could become ready for it. They'd need opportunities to build experience, receive feedback, and gradually take on appropriate responsibility. Whether a role becomes available will also depend on the business, so present the opportunity in terms someone can genuinely assess.

Your customers need the same clarity about the services they're buying. Someone enquiring about a renovation should understand what your proposal includes, what decisions they'll need to make, and how you'll manage the project. The videos and website can introduce your approach, but the actual service needs to carry that approach into the work.

In both cases, the promise becomes more credible when you can explain how you'll deliver it.

Help Someone Choose What Suits Them

As an affiliate, you're working with products that already exist, but you still decide how to introduce them. That makes understanding the products an important part of the work.

If you share content about reflecting on the past, spend time with the relevant book and journal before deciding what to recommend. Find out what each contains, how someone would use it, and where their purposes differ. Then you can write a page that helps a visitor make a considered choice.

For example, someone could watch your edit, recognise a pattern, and arrive wanting a fuller explanation. You can introduce the book in relation to that question. If they're looking for a structured way to reflect, you can explain what the guided journal provides. The connection should come from what the product actually helps them do.

You can also make the distinction clear when someone doesn't need another purchase. Someone who already owns the book can start applying an exercise at home in a notebook. In that situation, it helps them understand the work, even when the next step doesn't earn you a commission.

Work Out What Your Offer Needs to Deliver

Before adding an offer to your own journey, write a short description of the person it's for and the situation in which they'd use it. Follow that through far enough to explain what they receive, what they do with it, and what support they'll need.

If the explanation is difficult to write, look more closely at the offer itself. You could be trying to solve too many problems at once, or introducing something before the person has a reason to want it. You might also discover that an existing product already does the job, giving you a chance to improve how it's explained rather than create something else.

Once the purpose is clear, the page becomes easier to write. You can describe the contents or service, show how it works, explain the price, and make the terms of the decision understandable.

The person has now found something relevant and has enough information to consider it. Our next task is to consider what happens when they decide to act, because even a well-suited offer can be hard to buy, book, or apply for if the process gets in the way.

07 / THE CUSTOMER JOURNEY

Make the Next Step Easier to Take

One thing that pushed me toward books was my own experience buying online courses. I'd find something I wanted to learn, decide it looked useful, and then begin the process of getting access. Before I could watch anything, I'd create an account on a platform I'd never used, enter my details, figure out where the content lived, and try to remember another password.

Each step was manageable on its own, but together they made something I wanted feel like another task I had to get through. I started thinking about what I was asking people to experience when they bought something from me, especially if they were still getting to know Creed Academy.

With a book, I could use a process many people already understood. They could explore the work on my website, decide whether it interested them, and follow a link to Amazon. For someone who already shopped there, the account, payment details, and delivery address could already be in place. They'd know how to check the delivery options and what to expect after ordering.

That familiarity was part of why the format appealed to me. I could spend my time explaining the work and helping someone decide whether it suited them, then let them purchase through a service they were comfortable using.

I also used links designed to direct people towards their local Amazon store where available. If someone in Australia was interested in a book, I wanted the purchase route to make sense for them, rather than leaving them on a US listing to figure out shipping costs or find another version themselves.

Those details sit underneath the more visible parts of a business, but they shape what happens when someone is ready to act. You can write a page that explains the product clearly and still lose someone in the process that follows.

Follow the Decision Through

Picture someone reading about a journal on their phone during a lunch break. They understand what it's for, what it looks like, and decide to buy it. They tap the button, but the link takes them to a general storefront where they have to search for the journal again.

They find it, choose a version, and then discover information that changes what they thought they were buying. By this point, their break is nearly over. They close the page intending to come back later.

Nothing dramatic happened. They were interested, and the product could have suited them, but the path to buying required more attention than they had.

If you follow the same route as the business owner, you can spot where the work is handed back to the customer. A link can take them directly to the product they've chosen. The page can make the format clear before they leave your site. A button can explain that they're about to view it on Amazon, so the website change feels expected.

You can't remove every difficulty, especially when another platform handles the transaction. You can still make sure the parts you control help someone follow through on their decision.

Let the Gym Visitor Book While They're Ready

For the beginner considering your gym, the equivalent moment comes when they decide to try an introductory session. They've watched the video, read the page, and found a time that works with their job. Now they need a clear way to secure it.

If the button opens a contact form with no indication of when they'll hear back, they're left wondering whether the session is actually available. They might send an enquiry, but they still can't plan with confidence. A booking system that shows available sessions lets them choose immediately, while a gym that needs to speak with beginners first can explain the process and set realistic response times.

Either approach can work when it fits how the business operates. What matters is that the person understands what they're doing and what happens next.

The form itself deserves the same attention. You may need some information before booking and other details before they train. Think about when each question needs answering, then explain anything that could otherwise feel confusing or intrusive.

Once the booking is made, confirmation can carry the person through to arrival. Include the time, address, what to bring, and where to go when they get there. Someone who has been nervous about joining now has a plan to follow, so they can focus on turning up rather than trying to sort out the remaining details themselves.

Make Applying to the Construction Business Understandable

For prospective apprentices, applying takes more commitment than booking a session. They may be preparing their first application and unsure how to describe themselves when they haven't worked in the trade before.

If your website asks for a résumé and cover letter without explaining what you're looking for, they may assume they need experience they don't have. You can help by describing the information that would be useful: what interests them about the trade, any relevant school or practical experience, and the details you need to assess their application.

That gives beginners a fairer chance to explain their interest while helping you collect information you can use.

The process after submission also needs to be visible. Tell them whether they'll receive confirmation, how applications are considered, and when they can expect an update. If there are interviews or further stages, explain those as well, so the applicant can prepare and understand where they stand.

There will still be requirements they need to meet and decisions your team needs to make. Clear guidance helps someone navigate those requirements without guessing what the business expects.

Look for Uncertainty You Can Resolve

As you work through these examples, you'll notice that making a step easier often involves answering a question before someone has to stop and ask it.

A customer wants to know which edition they're buying. A gym visitor wants to know whether their booking is confirmed. An applicant wants to know what happens after they submit their details. When that information is missing, they have to decide whether to investigate, contact you, or leave it for another day.

You can start by going through your own journey on a phone, following the same links a new visitor would use. Start outside the website, with the content that introduces the offer, and continue until you reach the confirmation or next instruction. Check whether the product remains easy to identify and whether the wording accurately describes what each action does.

If you're working as an affiliate, follow your route through to the relevant Amazon listing. Make sure the product matches what you've described, your affiliate links are set up correctly, and visitors can recognise where you're sending them. Where you can't know the final delivery cost or availability, leave room for them to check those details on the store.

Ask someone unfamiliar with the process to try it as well. Watch where they hesitate before offering an explanation, because the explanation you feel tempted to give is often information the page itself needs.

You may discover that a necessary step takes time. A construction application needs proper consideration, and a gym may need information to prepare for someone's first session. Keep the steps that serve a purpose, and make that purpose clear. People can plan around a process when they know what it involves.

By the time someone buys, books, or applies, they've acted on an expectation you helped create. The next part of the journey is where they start to see what that decision feels like in practice.

08 / THE CUSTOMER JOURNEY

Deliver the Experience They Came For

When someone buys one of my books, the ideas that interested them in the videos have helped them decide to spend more time with the work. They've chosen to pay for it, waited for it to arrive, and now they're opening it with expectations about what they'll find.

That's where everything I've said about the book starts being tested against their reading experience. A website description can explain what I intend to help them understand, but the writing needs to make that understanding possible. They need to follow the explanation, recognise how it relates to their life, and find something worth continuing with when they turn the page.

I know how easy it is to become excited about what you've created because I've done it with almost every version of Creed Academy. I'd finish something, feel convinced it was the best work I could produce, then come back later and see how much I'd left unexplained. In my head, I'd carried the reader through the idea. On the page, I'd sometimes given them the conclusion without enough of the thinking that made it meaningful.

Learning to notice that changed what I looked for when reviewing the work. I needed to consider the experience of someone trying to understand it for the first time, especially in the places where I'd become so familiar with an idea that I could no longer see what needed explaining.

The customer journey continues through those moments. Someone can be interested enough to buy and still struggle to use what they've bought. If I want the work to help them, I need to stay interested in what happens after the sale.

Help Them Find a Way Into the Work

Imagine someone sitting down with *Past, Future, Present* after a difficult day. They bought it because they recognised something in the videos, but now they're reading about experiences that raise their own questions.

As the explanation develops, they begin connecting it with a decision they've struggled to understand. They can see something they hadn't noticed before, yet they're unsure how to explore it beyond thinking about it.

That's where practical guidance comes in. At the end of each act, the QR code gives them a place to take what they've read and start working through it. The page needs to pick up from that understanding and make the first exercise clear enough to attempt.

If they open a guided journal instead, the same question applies. Can they understand how to begin without already being experienced at reflection? Do the prompts help them develop a thought, or do they leave them staring at the page, guessing what kind of answer they're supposed to give?

Thinking through that first encounter helps you spot gaps that are easy to miss when you're creating a product. You might discover that someone needs a worked example, a clearer instruction, or an explanation of how to use the material at their own pace. Those additions earn their place when they help someone do the thing they came to do.

Carry the Gym Experience Through the Door

For the gym, this becomes very real when the beginner arrives for their introductory session. Until now, they've been able to explore from a distance. They could pause a video, reread a page, or close the website without anyone noticing. Now they're standing at the entrance, looking for the person they're supposed to meet.

The welcome matters because it's their first chance to see whether the environment feels the way you described it. If the video showed patient coaching and a supported introduction, the session should reflect that.

Someone needs to know they're coming, understand what they've booked, and have time to help them get started. As the coach explains the session, they can check the person's understanding and give them an appropriate way to participate. By the end, the beginner should have experienced enough to understand what training could look like.

The conversation afterwards helps carry that experience into a decision. Ask how they found it, answer the questions that have come up, and explain the available next steps. If they join, make sure they know how to book their next session and what support continues beyond the introduction.

As the gym grows, the team needs to deliver this experience reliably. A welcoming video won't help much if the quality of someone's first session depends entirely on which coach happens to be there. Your staff need a shared understanding of what the introduction includes and why those details matter.

Give the Apprentice the Support They Expected

For the construction business, the first day is also where an opportunity described through content becomes a working relationship. The new apprentice has formed an impression of the business, and now they're beginning to learn what it actually involves.

They need to know who will guide them, what they're expected to do, and how to ask for help. Those arrangements need to carry through into the day's work, with appropriate supervision and time for instruction.

If your content encouraged beginners to apply, your team needs to be prepared to teach beginners. That means recognising the difference between something obvious to an experienced tradesperson and something a new apprentice has never encountered. Rushed instruction can leave someone uncertain, especially if they worry that asking again will make them look incapable.

You can create space for that uncertainty by checking understanding and showing how to handle questions. As the apprentice develops, feedback can help them see what they're doing well and what still needs attention. Those ordinary interactions make the opportunity more believable because they can experience the guidance you said would be available.

Over time, the same attention needs to follow them into new responsibilities. Someone learning to organise part of a job will need support suited to that task, just as they needed guidance when they first picked up the tools. Each stage asks something different of the person, and your business needs to be ready to help them learn it.

Follow What Happens After the Decision

For your own business, choose one offer and follow the experience from the moment someone commits. Picture what they receive, what they're likely to do first, and where they could become unsure.

With a digital resource, that could mean checking whether the download arrives, opens properly on a phone, and gives someone a clear starting point. With a service, it could mean making sure the information collected during booking reaches the person delivering it. You're looking for the details that allow the experience you described to happen in practice.

If you're an affiliate, your role is more limited because you don't produce or deliver the product. You can still help by representing it accurately, explaining how it's intended to be used, and directing product or order questions to the appropriate place. Reading the material yourself also gives you a better basis for helping someone find the section or resource relevant to their question.

Once people begin using what you've offered, listen to how they describe the experience. Ask what they found useful, where they got stuck, and what they expected but didn't find. Compare that with what your content and website led them to expect, so you can improve either the delivery or the explanation where needed.

This is where you begin learning whether your offer does the job you designed it for. It also brings us to a quieter part of the journey: helping someone recognise the progress they're making, especially when the changes happen gradually enough that they could overlook them.

09 / THE CUSTOMER JOURNEY

Help Them See Their Progress

When I look at the first videos I made for Creed Academy, I can remember how good I thought they were. I spent hours preparing, worked up the confidence to record them, and genuinely believed people would want to buy them. Watching them now, I can see things I didn't have the experience to notice then, which is part of what makes going back through them so funny 😊

But those videos also give me something I wouldn't have if I'd deleted them. I can put an early attempt beside what I'm creating now and see the difference. The ideas are clearer, the writing is more considered, and I can make decisions that once took me days because I've spent years learning how to make them.

As I lived through that process, the improvement wasn't always obvious. I usually looked at whatever still needed fixing, another version of the website or another script in front of me. There was always something I couldn't do yet, so it was easy to lose sight of how much I'd already learned.

Looking back gives me a more complete picture. I can still see the work ahead, but I also have evidence of what has changed. That's something worth thinking about for the people moving through your business, particularly when the experience you provide involves learning.

They'll spend a lot of time aware of what they haven't mastered. You can help them recognise what they're becoming capable of along the way.

Give Them Something Real to Look Back On

For someone working through Creed Academy's practical pages, progress could begin with noticing an expectation they'd never questioned before. A decision they'd always described as "just the way I am" becomes something they can examine. Later, they might recognise that expectation as it arises and choose differently.

Those are meaningful changes, but they're difficult to see if the person is only asking whether their whole life feels different yet. A record of what they thought at the beginning gives them something more specific to return to.

That's one way a journal can be useful. Someone can write about a situation while they're in it, then revisit the entry after they've had more experience. They can see what they were worried about, what they expected would happen, and how things actually unfolded. Sometimes they'll discover that they handled something differently. Other times, they'll notice the same difficulty remains and needs more attention.

Both give them information they can work with.

The same applies when they begin building. Publishing a first landing page gives them something they can test and improve. Keeping that version lets them see how their understanding develops, just as my old websites show me what I was able to create at different points.

If you help people preserve those early attempts, you give them a way to recognise progress that could otherwise disappear beneath the next thing they're trying to learn.

Help the Gym Member Understand What's Improving

For the gym member, some changes will be easy to recognise. They lift a weight they couldn't lift before or complete a movement they've spent weeks practising. Other improvements can be less obvious, especially as they start comparing themselves to experienced people around them.

Someone could attend consistently, move with better control, and recover more comfortably between efforts, yet still feel discouraged because they finish behind everyone else. If they focus only on their position in the session, they miss much of what their training is helping them develop.

A coach can make that progress more visible through specific feedback. They can explain what has improved in a movement and show the member how it compares with an earlier attempt. Where appropriate, training records or video can support that conversation, giving both people something concrete to review.

That also makes it easier to decide what comes next. If a member has become more consistent with a movement but still struggles under fatigue, the coach can help them understand what they're working on and why. Their progress becomes part of the explanation for the next stage of training.

For someone hoping to compete, these conversations help turn a distant ambition into work they can understand. They can see which abilities are developing and which still need attention, rather than judging their readiness entirely by how they feel after a difficult session.

Make Development Visible to the Apprentice

In the construction business, an apprentice may spend much of their day being corrected. That's understandable while they're learning, but if feedback only arrives when something is wrong, they can struggle to recognise what they're getting right.

A supervisor can help by describing the change they've observed. A task that once needed repeated explanation can now be completed with less prompting. The apprentice checks something they previously overlooked or prepares the right equipment because they understand what the next stage involves.

That kind of feedback gives them a clearer picture of their developing competence. It also helps them understand where they still need supervision, because the conversation is grounded in what they can reliably do.

As they take on more responsibility, regular reviews can connect their experience with the skills required for the next stage. If they eventually want to lead a team, they need to understand how their current work contributes to that possibility and what further experience they'd need.

Those reviews are also a chance to identify where your teaching needs to improve. If the same task keeps causing difficulty, look at how you're explaining and practising it. You may need to provide a different demonstration, more supported repetition, or clearer feedback before expecting the person to manage it independently.

Choose Progress You Can Actually Observe

For your own business, think about what someone could do after using your product or service that would show it had helped. Keep the answer close to the purpose of the offer.

Someone reading an explanation about identity could better describe a pattern in their own life. Someone following a website tutorial could publish a working page. A new gym member could learn how to perform an appropriate version of a movement with greater control.

Once you know what that looks like, consider how they could recognise it. You could invite them to save an early attempt, keep a simple record, or return to a question they answered before beginning. If you provide a service, a conversation at an appropriate point can help you review the experience together.

As an affiliate learning to build, you can use the same approach on yourself. Keep your first edits and landing pages, along with notes about what you were trying to achieve. When you return to them, assess the work alongside the response it received. An edit may be clearer than your first attempt even if it hasn't led to a sale yet, while a sale on its own won't explain which part of the journey helped someone decide.

Following both your developing skills and the results gives you more useful questions to explore. You can recognise improvement without overlooking what still needs work.

Over time, people also begin noticing who helped them through those early stages. The coach who remembers what they struggled with, the supervisor who takes time to explain, or the other beginner who practises alongside them becomes part of the experience. As those relationships develop, the business can offer something people value beyond the product or service they came for.

10 / THE CUSTOMER JOURNEY

Create Somewhere They Want to Belong

When my brother and I started building online businesses, neither of us knew much about what we were doing. He was learning e-commerce, I was working on Creed Academy, and we'd send each other whatever we were trying to create. Copy, website designs, images, videos. Sometimes we could see something the other person had missed, and sometimes we were both just figuring it out as we went.

Having someone to share that with made a difference. I could send him something I'd spent hours on, and he understood why I cared because he was going through his own version of the same experience. We were learning unfamiliar skills and creating something we hadn't created before, so even a small bit of progress gave us something to talk about.

That's part of what I want to make possible through Creed Academy. Someone can learn a great deal by reading a book or watching a video alone, but there's another kind of value in discussing what they're learning with people who are putting it into practice.

You can see how that could develop within the Creator & Affiliate Program. People start with access to the same resources, then choose different ways to create. One person explains an idea through an edit. Another builds a landing page that clarifies the explanation. Someone else creates music that gives a piece of content the feeling it was missing.

As they share that work, they have something specific to learn from one another. A conversation can begin with how an edit was made and develop into what the creator was trying to communicate. The resources give them a place to start, while the work they do gives them a reason to keep talking.

Let Belonging Develop Through the Gym Experience

For the gym member, the first relationships could begin with something very ordinary. They return for another session, someone remembers their name, and the coach asks how they felt after the previous workout. There's less uncertainty because they recognise a few faces and know what to expect.

Over time, those familiar faces become people they train alongside. They notice one another improving, share the frustration of learning a difficult movement, and have conversations before or after class. A session they once had to talk themselves into attending becomes a place where they expect to see people they enjoy spending time with.

You can help those relationships develop through the way the gym operates. Introduce new members, give people appropriate opportunities to work together, and make sure experienced members know how to welcome someone still finding their feet. Social events can help, but much of the foundation will be built during the sessions people already attend.

As members become interested in competing, they can share that experience with others preparing for similar events. They have something to practise together and people who understand why it matters to them. Your competitive programme can grow from those shared commitments, with clear expectations about the work involved.

The wider gym still needs to feel like a place where people are valued. Someone who trains for health and enjoys the regular classes should be able to remain part of the community without feeling they've fallen short of becoming a competitor.

Build a Team People Can Learn Within

In the construction business, belonging develops through working together and learning whether the team can be relied on. A new apprentice will notice how people speak to one another, what happens when someone makes a mistake, and whether the guidance described during recruitment is available on a difficult day.

Those experiences help them understand their place in the team. If they can ask a question and receive a useful answer, they have a way to keep learning. When someone takes the time to explain how their task affects the next stage of the job, they can start to see their contribution within the wider work.

As they gain experience, they can help the next apprentice. Teaching a task they once struggled with shows how far they've come while introducing them to the responsibility of guiding someone else.

That matters if you eventually want people to lead teams in other locations. They'll carry an understanding of how your business works through the habits they've learned and the treatment they've experienced. How you teach them to respond to uncertainty, give feedback, and take responsibility will shape what they pass on.

You can support that by giving future leaders experience mentoring others while they still have guidance themselves. They need a place to discuss difficult situations and learn how to handle them before they're expected to create a dependable working environment for their own team.

Begin With an Exchange People Can Use

You don't need to open a large community space when your business is still taking shape. Start by considering where interaction would genuinely help the people you serve and whether you can support it consistently.

For a small group learning a skill, a regular opportunity to share work and discuss questions could be enough. A service business might begin with conversations that help customers learn from relevant experiences, while a gym already has a place where people meet around a shared activity.

If you're beginning as an affiliate, you can develop this through the way you respond to people engaging with your content. Take their questions seriously, invite discussion where it adds something useful, and be clear about the kind of help you can provide. As those conversations develop, you'll have a better idea of whether a shared space would serve a purpose.

Pay attention to what people actually find valuable. They might appreciate practical feedback, enjoy talking with others facing a similar challenge, or return because someone genuinely cares about how they're getting on. Those details give you something to build around.

As relationships deepen, some people will want more time together. For Creed Academy, that's where an in-person retreat becomes meaningful. There would already be work to discuss, experiences to share, and people worth meeting. The task is then to create a week that makes that time together worthwhile.

11 / THE CUSTOMER JOURNEY

Make the Premium Experience Worth Reaching

When I started thinking about what an in-person experience with Creed Academy could look like, I put myself in the position of someone who had spent years with the work. They'd watched the videos, read the books, and worked through questions that had changed how they understood their own life. Some would have begun building something through the practical guidance, with experiences of their own that they'd want to talk about.

If I were that person, I'd want to meet the people behind the work and spend time with others who had connected with it. After doing so much alone, having a week to explore those conversations together could feel like a meaningful way to bring it into real life.

That helped me understand what I wanted Anodos to become. I could picture sitting around after dinner, with enough time for a conversation to develop beyond the answer someone would give during a brief online call. We could talk about what they'd created, the decisions they were facing, and the experiences that had led them there. Other people at the table would bring perspectives neither of us had considered, giving the conversation an unplanned direction.

The setting matters because I want people to have room for that experience. Comfortable accommodation, good food, and thoughtful organisation can help someone settle in and step away from the demands of their usual routine. They help make the time together feel cared for, but the week still needs a purpose that makes travelling there worthwhile.

That's the work behind creating a premium offer. Once someone arrives, they'll experience the decisions you made about who it's for, what happens there, and how well you've prepared to deliver it.

Follow the Experience Beyond the Sales Page

It's easy to describe a beautiful location and imagine people wanting to be there. To design the offer properly, keep the experience after they arrive in mind.

For a retreat, that means considering how the week unfolds. People need opportunities to get to know one another before you expect them to have personal conversations. They need a balance between planned activities and time to reflect, rest, or continue a discussion that matters to them. The group size needs to match the kind of interaction you're promising, and the team needs to be able to support the experience.

Thinking through those details also helps clarify who the retreat suits. Someone who wants an introduction to the ideas may need something different from a person who has spent years applying them and wants time to discuss what they're discovering.

The earlier resources let people explore the work and decide how far they want to take it. For some, a book and the practical guides will be enough. Others will reach a point where spending a week in person fits what they want next. The retreat needs to be worth choosing for those people, while everything they used beforehand remains valuable in its own right.

The affiliate reward retreat has a different purpose within that picture. It's a way to recognise top affiliates' work and give them an experience to work toward. A paid retreat needs to justify its price with what attendees receive; a reward retreat needs clear criteria and the resources to honour what it offers. Keeping those purposes clear helps people understand the opportunity they're considering.

Give the Competitive Athlete Support They Can Use

For the gym, the premium programme becomes relevant when a member trains consistently and wants to take competition more seriously. They've developed enough experience to recognise where general classes meet their needs and where more focused support could help.

At that point, you have a person whose goals can shape the offer. They may need individual programming, closer attention to technique, and a plan that accounts for upcoming events. Training alongside other committed competitors could give them useful practice and a group who understand the demands involved.

If you want to include photography, video, or support with approaching sponsors, think through how those services connect with the athlete's experience. Regular access to suitable footage could help them document their training and present their work more clearly. Guidance could help them understand how to approach potential partners, without suggesting that participation guarantees sponsorship or a living from the sport.

Those details give the programme substance. An athlete can review what's included and decide whether it addresses the difficulties they're actually facing. You can also assess whether your coaches, facilities, and other staff can deliver it.

An invitation or application process can help establish suitability, provided you know what you're assessing. Training experience, readiness for the workload, and willingness to contribute to the environment could all matter. The process should help both sides decide whether the programme is appropriate, with a clear explanation of what participation requires.

Make Responsibility Worth Growing Into

For the construction business, the comparable destination is a leadership opportunity rather than an expensive product. Someone who began as an apprentice could eventually run jobs, guide other tradespeople, and help establish a team in another location.

By then, they may want more responsibility and a different work-life balance. The role needs to offer something that fits those ambitions, with appropriate pay, authority, and support for the work they'll be expected to do.

If you want someone to relocate from Brisbane to help open another location, the opportunity needs to make sense beyond the excitement of expansion. They'll need to understand their responsibilities, the resources available, and what decisions they can make. You'll need to discuss the practical effects of relocating and work through the support your business can realistically provide.

Their years of experience within the company can prepare them for parts of that role, but you still need a plan for the responsibilities they haven't held before. Leading a team, managing a location, and teaching others each require attention. A promising person can struggle if the business gives them a new title and assumes they'll work everything else out.

Following the opportunity through helps you see what must be in place before offering it. It also gives the apprentice a more credible picture of what development within the business could involve.

Work Out What Makes the Offer Worth Choosing

For your own business, begin with someone who has already benefited from your work and wants to go further. Consider what they're trying to do now, what has become difficult, and what kind of access, guidance, or experience could help.

From there, describe what you would actually provide. If you're offering close attention, work out how much time you can give each person. If the value depends on a small group, consider who would contribute to that environment and how you would bring them together. Where other people deliver parts of the experience, make their responsibilities and availability part of the plan.

You can begin testing that idea through conversations with suitable customers. Ask about the support they're looking for and the alternatives they're considering. A focused first version can help you learn what it takes to deliver the experience before committing to something larger.

If you're starting as an affiliate, you don't need to create a premium offer of your own yet. Your first task is to learn how to help someone discover and choose a relevant product. As your own interests develop, the people you meet and the questions they ask may reveal something you eventually want to provide yourself.

For now, keep the destination you've chosen connected to the work required to make it possible. A retreat needs organisation, a competitive programme needs coaches, and a new location needs a capable team. Understanding those commitments brings us to the part that allows the whole journey to continue: building a business that can afford to deliver it well.

12 / THE CUSTOMER JOURNEY

Build a Business That Can Sustain the Journey

When I was running out of money while building Creed Academy, I could still see what I wanted it to become. I had ideas for the books, the content, and the experience I wanted people to have. What I didn't have was enough money to keep giving myself the time to create it.

I sold my motorbike, sold my watch, and eventually had to call my dad because I couldn't afford the next rent payment. That conversation forced me to acknowledge something I'd been trying to outrun. I could believe in the business and spend every available hour building it, but I still needed a way to support myself while I did.

That experience belongs in this PDF because it's easy to map a customer journey that looks convincing on paper. You can give away useful content, create thoughtful products, and describe an incredible experience at the end. Then you need to work out how you're going to keep providing all of it.

Every part asks something of the business. Videos take time to write, record, and edit. A website needs maintaining. Questions need answering, and an in-person experience needs people who can organise and deliver it. Even when the customer pays nothing, someone is contributing the time and resources that make the experience possible.

Once you begin looking at those commitments, you can make more deliberate decisions about what to provide and how much you can support.

Make the Gym's Support Practical to Deliver

For the gym, including coaching in the membership can create a valuable experience. Members get guidance as they train, and they don't have to make a separate purchase every time they need help with a movement.

To provide that consistently, you need to understand how much attention a coach can reasonably give during a session. Class size, experience levels, and training complexity will all affect what's manageable. If too many people need individual help at once, delivering the support you intended can become difficult.

Working through that helps you decide how to structure the introduction, schedule classes, and allocate coaches. It also gives you a basis for setting a membership price that supports the service people actually receive.

The competitive programme needs the same attention. Individual programming, performance reviews, and media support all require someone's time. Before including them, work through who will provide each part and how it fits into their workload.

You also need to understand whether the regular gym can support itself. Some members will never want to compete, so their experience needs to remain worthwhile and financially practical. You can then develop the specialist programme around people whose needs and commitment make it appropriate, rather than relying on every beginner eventually joining it.

Expand the Construction Business at a Pace It Can Support

For the construction business, developing apprentices into team leaders over the long term can help you plan. Delivering that development requires experienced people with enough time to teach while still completing their own work.

When you bring in an apprentice, consider who will supervise them and how that affects the day. A team already stretched across its existing jobs may struggle to provide the guidance you described during recruitment. Planning for that time helps protect both the learning experience and the quality of the work.

Expansion adds further commitments. Having someone interested in moving to Perth could give you a reason to explore a new location, but you still need to understand the work available there, the resources required, and how the team would be supported.

The development journey prepares people to take on opportunities. The business then needs to establish whether it can responsibly provide those opportunities. Keeping both in view lets you build toward expansion without treating it as something that automatically follows from training a good team.

Keep the First Version Within Reach

As you apply this to your own idea, work through the experience you've mapped and identify what each part will require from you. Include the time spent answering questions, maintaining resources, and organising delivery, alongside the more obvious production costs.

Then look at what you can begin with. You could create one useful video and a clear page before building a larger resource library. You could test a focused service with a small number of customers while you learn how much attention it takes to provide well.

If you're starting as an affiliate, existing content and templates reduce some of the work, but you still spend time editing, publishing, and improving your pages. Consider any software, website, or promotional costs alongside the commission you actually receive. Sales are encouraging; understanding what remains after those costs helps you decide whether the approach is sustainable.

Keep a simple record as you go, including the time involved. You'll be better able to see which activities are useful, what you can afford to continue, and where a change might help.

That gives your first version a practical boundary. You can design something valuable enough to test without committing yourself to an experience you aren't yet equipped to

maintain. With that in mind, we can now bring the pieces together and map a journey you can begin building.

13 / THE CUSTOMER JOURNEY

Build Your Own Customer Journey

If you'd shown me the current version of Creed Academy when I first came up with the name, I wouldn't have known how to build it. I could have looked through the website and understood what I liked about it, but turning that into something of my own would have been an entirely different experience.

That's worth remembering as you begin putting your own plan together. You've now seen how the different parts connect, which can make it tempting to design them all at once. Before long, you're thinking about videos, products, email sequences, and an experience you'd like to offer several years from now, while the first page is still waiting to be built.

You can give those ideas somewhere to go without making them all part of your first task. Start by mapping the experience you want to create, then choose a small route through it that you can actually put in front of someone.

Follow One Person Through the Plan

For Creed Academy, I can trace a route from someone discovering a clip about their past to watching the full explanation, reading the book, and using the practical guidance. Each step gives them a way to continue exploring something that has become relevant to their life.

To plan your own version, choose one person and describe what they're dealing with when they first encounter your work. Use what you've learned from conversations and questions, and mark the things you're still assuming so you know what needs checking.

From there, follow their interest forward. What would help them recognise that your content is relevant? Once they've paid attention, what would they want explained? Where could they explore that explanation, and what could you offer when they're ready to do something with it?

Keep following until you reach the experience after the purchase, booking, or application. A plan that ends at the transaction leaves out the part where the person finds out whether your work helps.

As you write, describe what happens from their perspective. "Watch video" tells you where they are. "Understand what happens during a first session" tells you what that part of the journey needs to accomplish. That gives you a better basis for deciding what to put in the video.

Put the Gym Journey on One Page

For the gym, your first route could follow the beginner who wants to train but feels too unfit to join.

They discover a short clip showing a coach adapting a movement. The clip leads to a fuller introduction, where they see how the coach supports beginners through a session. From there, they visit a page explaining the introductory appointment, choose a suitable time, and receive the information they need to arrive.

When they arrive, the coach delivers the experience they've seen described. Afterwards, they can discuss how it went and decide whether regular training suits them. If they join, they know how to book their next session and who can help as they settle in.

That's enough of a journey to start with. You can keep the competitive programme in your wider plan while making this first experience work well. Through those sessions, you'll learn more about the people joining your gym, including what they want to pursue once they've had time to train.

Map the Construction Journey Around a Real Opportunity

For construction, start with an apprenticeship you can offer.

A prospective applicant discovers a clip answering a question about starting in the trade. They watch a longer explanation of the work, explore the apprenticeship page, and discuss the opportunity with someone they trust. If it suits them, they apply through a process that explains what information you need and what happens next.

Your team then assesses the application, communicates the outcome, and takes suitable candidates through the remaining stages. For the person who joins, the journey continues into a prepared first day, clear supervision, and a training process the business can support.

Writing it out lets you check the connections. The video may describe patient instruction, but have you allocated someone to provide it? The website may invite beginners to apply, but does the application make sense to someone who has never written one before?

You can record the longer-term path towards qualification and leadership alongside this route. The immediate work is to make sure the opportunity someone can apply for today is ready to receive them.

Create a First Route as an Affiliate

If you're starting through the Creator & Affiliate Program, choose one subject from the provided material and one relevant product to explore in depth.

You could begin with a clip about recognising patterns from the past. On your landing page, continue that explanation in a way that helps someone connect it with their own experience. Then introduce the book or journal that genuinely fits what they want to explore, making the difference between them clear if you include both.

Someone who decides to buy can follow your clearly disclosed affiliate link to the appropriate Amazon listing.

That route gives you a specific task. You need an edit that makes sense on its own, a page that continues the subject, and a relevant product presented clearly enough for someone to consider. You can use the supplied resources to build that version while you learn how the pieces work together.

Once it's published, you'll have something you can observe and improve. Until then, even your most convincing explanation of how people will respond is still a plan.

Choose What You're Building First

Take the route you've written and go through it from beginning to end. At each stage, note what already exists, what needs creating, and who will look after it once someone starts using it.

You'll probably find gaps. A link has nowhere useful to go, a product needs a clearer explanation, or a service requires preparation you haven't arranged yet. Those gaps give you a practical order for the work.

Then choose a date to put that first version in front of people. Give yourself a defined piece of work to finish, with a clear idea of what you want to learn from it.

You'll still have questions when it goes live. I've had questions every time I've published another version of Creed Academy, and some could only be answered by seeing what happened afterwards. Once people start moving through what you've created, their experience gives you something more useful than another evening spent imagining how it might go.

YOUR FIRST VERSION

Map one route you can deliver.

A SPECIALIST GYM**1****A beginner recognises their concern**

A clip shows how a movement can be adapted.

2**They see what to expect**

A fuller introduction explains the first session.

3**They choose a session**

A clear page supports booking and arrival.

4**They experience the coaching**

The introduction delivers the support described.

5**They decide how to continue**

Membership provides a place to keep learning.

YOUR FIRST VERSION

Make the opportunity tangible.

A CONSTRUCTION BUSINESS

1

Discover the trade

A clip answers a question about starting out.

2

Understand the work

Long-form content gives an honest introduction.

3

Explore and apply

The apprenticeship page explains the real opportunity.

4

Join with support

Selection leads to a prepared first day and supervision.

5

Develop over time

Training and experience prepare suitable people for further responsibility.

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Let Experience Improve the Plan

The first time someone bought coaching through my website, it gave me something I hadn't had before. Until then, I'd been building around the belief that someone would find the content useful enough to want help applying it. Now a person had gone through that process and booked.

Later, while I was in New Zealand for my uncle's wedding, six new clients booked over the weekend. I remember how exciting that felt. I was away celebrating with family, and something I'd built was bringing people to the website and giving them a way to work with me.

For a moment, it felt like everything was coming together. Then the momentum slowed, and I had to keep working out what needed to change.

Looking back, those bookings mattered because they showed me that parts of the process could work. They didn't explain everything that had led someone to book, or establish that the same thing would keep happening. I still needed to understand who was arriving, what they were responding to, and what happened when they actually worked with me.

You'll reach your own version of that moment once people begin using what you've created. A sale can be encouraging, while a quiet week can make you question the whole idea. Both need a closer look before you decide what they mean.

Find Out Where the Experience Changes

Imagine your first video brings people to a landing page, but nobody buys. From that result alone, you don't know whether the product is wrong, the explanation is unclear, or the visitors were interested in something different from what you offered.

Start by following the route you intended them to take. Check that the links work and the page can be used comfortably on a phone. Then look at what you can observe. Are people reaching the page? Are they exploring the product? What questions do they ask, and where does the explanation appear to leave them uncertain?

A small number of visits may not tell you much yet. You can still use that time to ask someone from the audience you're trying to reach to go through the page and explain what they understand. Listen for the difference between what you intended and what they took from it.

You might discover that the video interested them in a particular question, but the page moved onto another subject before answering it. That gives you a specific connection to

improve. You can revise the opening and see whether the next visitors have a clearer experience.

Changing something for a reason also helps you learn from the result. Keep a note of what you noticed, what you changed, and what you expected the change to help with. If you rewrite the page, change the product, and start sharing unrelated content at the same time, it becomes much harder to understand which decision contributed to what happened next.

Learn From What Happens at the Gym

For the gym, imagine people are booking introductory sessions, but some aren't attending. The booking page has done enough to generate interest, so adding more videos may not address the immediate problem.

You could begin by reviewing the confirmation they receive and asking those who missed their session what happened. Someone may have misunderstood the time, struggled to find the entrance, or become nervous on the day. Others may have had an ordinary change of plans.

Those answers lead to different responses. Clearer arrival instructions can help with finding the building. A suitable reminder can help someone keep track of the booking. If people are worried about what the session involves, you may need to make the introduction more specific before they attend.

Then continue looking beyond arrival. Are beginners receiving the support described? Do they understand how to book again? What do members say after a few weeks of training?

Following the experience that far helps you improve the part people are actually struggling with. It also lets you preserve what's already working, rather than rebuilding the whole journey whenever one result disappoints you.

Use the Apprentice's Experience to Improve the Next Intake

For construction businesses, learning continues well after applications arrive. You can ask new apprentices which parts of the recruitment content helped them understand the role and what surprised them once they started.

If several people describe the same unexpected difficulty, look at whether it needed a clearer explanation before they applied or better support after joining. Someone can understand that the work is physically demanding and still need help adjusting to the routine. A more honest video and a better introduction could each have a role, depending on what you discover.

Supervisors can contribute another perspective. They'll notice where new starters are prepared, where instructions repeatedly cause confusion, and what takes more teaching

time than expected. Bringing those observations together gives you a way to improve both recruitment and training.

Over time, you can follow that learning into later responsibilities. When someone begins mentoring an apprentice, ask what helped prepare them and where they felt unsure. Their experience gives you material for supporting the next person who takes that step.

Keep Learning From the Version You've Published

As an affiliate, you can begin with the information available from your content, website, and affiliate reports. Look at the route across those sources while remembering that they won't explain every individual decision. A view, a click, and a purchase each tell you something different, and people may return or take a route you can't fully see.

Combine those observations with the questions people ask. If visitors repeatedly want to know what's inside a journal, you have a reason to improve that explanation. If people watch an edit but rarely continue, consider whether you've given them a relevant reason and a clear place to go.

You don't need to respond to every quiet day with another redesign. Give your work an opportunity to reach people, look for a difficulty you can describe, and choose an improvement you can assess.

That's how your first plan becomes more useful. You'll keep the parts that help, revise the parts that create confusion, and discover needs you hadn't considered when you began. The experience of building will give you better questions, while the people using your work will help you understand what those questions require.

Creed Academy has taken shape through years of that process, and I still have things I want to improve. What's different now is that I have the experience of earlier attempts to draw on. Once you begin putting your own work into the world, you'll start building that experience too.

CLOSING NOTE

Give Someone a Place to Begin

At the beginning of this PDF, I asked you to think about how you ended up here. Somewhere along the way, you found something in Creed Academy that interested you enough to keep exploring. Each decision brought you a little further into the work, until you sat down to understand how the experience itself was created.

Now you've had a chance to look behind it. You can see the decisions connecting the content, the books, and the practical guidance, along with the years of attempts that helped me understand what belonged where.

When I started, I couldn't have explained any of this to you. I thought I needed a website, some videos, and a product. Learning how those things could help someone else took much longer than learning how to put them online.

That's something you'll develop through your own work. You'll publish an explanation you think is clear, then hear a question that shows you what's missing. Someone will use a resource in a way you hadn't considered, and you'll start seeing another possibility. Those experiences will give you reasons to make the next version better.

For now, you have enough here to choose a place to start. Find one question you can help someone explore, give it a useful answer, and create somewhere they can continue if they want to know more. Follow that experience through far enough that you can deliver what you've offered.

If you're still figuring out what you want to create, you can use the Creator & Affiliate Program to practise that process. Choose some footage, work on an edit, and build a page that continues the idea. You'll make decisions for yourself and learn from what happens, with resources to help you get started.

I don't know what your first attempt will turn into. Mine became Creed Academy, and there's no way I could have pictured this version when I was trying to sell that first video for \$900 🤖

Now I can see how much I learned from having something real to work on. Each attempt gave me a better understanding of what I wanted to create and what I needed to learn to make it possible.

As you start building, keep thinking about the person who will eventually encounter your work. They'll arrive with something happening in their own life, just as you did when you first came across mine. Give them something useful enough to spend time with, then pay attention to where they need help.

One day, you could find yourself explaining the story behind something they've spent hours exploring. You'll remember the first page, the early attempts, and everything you had to work out along the way.

For them to have that experience, they need somewhere to begin. That's the part you can start creating now.