

# Customer Journey Mapping Pricing Breakdown

Date: [Insert Date]

Client Name: [Insert Client Name]

Client Address: [Insert Client Address]

**Dear [Client Name],**

Thank you for considering my services for your customer journey mapping project. Below is a detailed pricing breakdown:

## Scope of Services

- Initial Consultation
- Research and Data Gathering
- Identifying Customer Personas
- Mapping the Customer Journey
- Recommendations and Reporting

## Pricing Breakdown

Service	Hours	Rate (\$)	Total (\$)
Initial Consultation	2	100	200
Research and Data Gathering	10	100	1000
Identifying Customer Personas	5	100	500
Mapping the Customer Journey	15	100	1500
Recommendations and Reporting	8	100	800
<b>Total</b>			<b>4000</b>

Thank you for your consideration, and I look forward to the opportunity to work together.

Sincerely,

[Your Name]

[Your Contact Information]

[Your Website or Portfolio]