



ONE USEFUL PRIORITY.

A clearer starting point.

Use this workbook with your on-screen assessment, or work through it on its own. Write in plain language. "Not sure" is a useful place to begin.

01 Who do you want to help?

Name one customer group and the question, need or problem that brings them to you.

02 What can they choose?

Describe one offer and the reason it fits that customer. Avoid listing every service.

03 What should happen next?

Pick one clear action: visit, call, book, request a quote or buy. Where will they do it?

Try your sentence on someone new.

We help [customer] with [need], through [offer]. The next step is [action]. Ask them to explain it back. Use the words they understand.



WALK THE CUSTOMER PATH.

On an actual phone.

Ask someone unfamiliar with your business to try the steps below. Record what they can do, where they hesitate and what needs checking.

01 Find the offer

Can they tell what you offer, where you serve and who it is for?

02 Answer the obvious question

Is the important information clear: availability, location, process or the next step?

03 Try the next step

Tap the real call, booking, contact or purchase path. Does it work?

04 Follow through

Can a person in your business respond and record the inquiry or booking?

Turn friction into a small fix.

Choose the first thing that stops a customer taking action. Fix it and repeat the test before adding more traffic. For each check, write yes, no or not sure.



A PLAN YOU CAN USE.

One step, then the next.

Thirty days is a planning window, not a promise of results. Give one priority a clear job and a review date.

01 First week: get clear

What will you check or fix first? Who owns it, and what does "done" look like?

02 Next two weeks: take action

What small action or focused test supports your customer's next step?

03 End of the month: review

What will you record: confirmed inquiries, bookings, sales or another customer outcome?

Review without guessing.

Write your starting number, review date and what you learned. Attention is useful context; it is not the same as a confirmed customer outcome. Continue, adjust or stop based on the evidence.



30 DAYS. ONE CLEAR JOB.

A rhythm you can adapt.

Use these as work sessions, not a rule to post every day. Move, combine or skip tasks to fit your business. Start date: _____

DAY	YOUR NEXT TASK	TYPE
01	Choose one customer question	Plan
02	Choose one useful next step	Plan
03	Walk the phone journey	Check
04	Make a small shot list	Plan
05	Show the setting	Capture
06	Show one useful detail	Capture
07	Choose what to keep	Review
08	Answer your first question	Write
09	Share the answer	Publish
10	Record the follow-up question	Listen
11	Show the work happening	Capture
12	Explain the detail	Write
13	Share a useful process detail	Publish
14	Make space to review	Review
15	Pick the next real question	Plan

The editable CSV includes a prompt for every task. Pick your start date on the website to add all-day tasks to your calendar. They are planning reminders, not appointments.



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DAY	YOUR NEXT TASK	TYPE
16	Introduce the person behind the work	Capture
17	Make the offer understandable	Write
18	Share the offer clearly	Publish
19	Answer a question directly	Listen
20	Show a helpful comparison	Capture
21	Check what led to action	Review
22	Explain how to choose	Write
23	Share the comparison	Publish
24	Capture the local context	Capture
25	Connect it to the customer	Write
26	Share the local context	Publish
27	Refresh practical information	Check
28	Compare with your starting point	Review
29	Choose one adjustment	Plan
30	Make the next small plan	Plan

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ONE HOUR. USEFUL CONTENT.

Start with four good shots.

Choose the cards that answer your customer's question. Confirm permission, wipe the lens, check the light and record a short test before the session.

01 / THE SETTING

Where does this happen?

One wide frame that makes the place or work understandable.

Step back. Keep the useful surroundings in view.

02 / THE DETAIL

What will they want to see?

A specific product, material or finished detail that matters to the choice.

Move closer. Keep the subject crisp and the context honest.

03 / THE ACTION

Show one thing happening.

One complete action: preparing, making, checking or helping.

Hold still. Record the beginning and the finish.

04 / THE PERSON

Who is behind the work?

A person doing something real, with permission to photograph and share.

Let them work. Do not force a posed smile.

Capture first. Choose the format after you know what is useful.



ONE HOUR. USEFUL CONTENT.

Start with four good shots.

Choose the cards that answer your customer's question. Confirm permission, wipe the lens, check the light and record a short test before the session.

05 / THE ANSWER

What do customers ask?

Record one clear answer to a question from a real conversation.

Use a quiet spot. Check that the audio is understandable.

06 / THE CHOICE

Help someone compare.

Show a real difference between appropriate options.

Use the same angle and light. Avoid misleading comparisons.

07 / THE CONTEXT

What makes this relevant?

A genuine local detail that connects to the customer's experience.

Show the relationship. A scenery shot alone needs a reason.

08 / THE NEXT STEP

Make the action clear.

A current sign, available offer or practical detail that supports the next step.

Check accuracy. Test any destination link before publishing.

Capture first. Choose the format after you know what is useful.