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.