

CHECKLIST

Checklist: your clients' moments of truth



The moments when a client decides whether to trust you, come back and recommend you. Go through them one by one.

A DOODLE STUDIO RESOURCE

WHAT YOU'LL FIND

- The 5 moments that matter most to your clients
- 20 points to check one by one
- How to decide what to improve first
- To use on your own or with your team

● What a moment of truth is

It's every contact where the client forms an opinion of your business. They don't all weigh the same: these are the ones that decide most.

● 1. Before they arrive

- ☐ Your Google profile has current photos and the right opening hours
- ☐ Your website or Instagram says what you do and for whom
- ☐ It's clear how to book in under 2 clicks
- ☐ You reply to messages within 2 hours

● 2. The first time

- ☐ You welcome them by name
- ☐ You explain what will happen and how long it takes
- ☐ The space is cared for and pleasant
- ☐ There are no long waits without explanation

● 3. During the service

- ☐ You ask what they need before starting
- ☐ You explain what you're doing in simple words
- ☐ They leave knowing what to do next

● 4. Payment and goodbye

- ☐ The price doesn't surprise them
- ☐ You suggest the next step without pressure
- ☐ They take something away: guidance, a reminder, a small detail

● 5. Afterwards

- ☐ You message them after 2 or 3 days to see how they are
- ☐ You ask for a review when they're happy
- ☐ You remind them of their next appointment or check-up
- ☐ You thank and reply to every review

● How to use this checklist

Tick what you already do well and pick 2 moments to improve this month. Repeat it every quarter with your team.

Want to apply it to your business?

Book a free 30-minute consultation at the-doodlestudio.com and we'll look at it with you.