

Creating Raving Fans

Client Experience Companion Worksheet

Use this worksheet to turn your chapter takeaways into practical ways to build trust, reduce friction, recover from mistakes, and create memorable client experiences.

1 What Are You Really Selling

Beyond your product or service, what feeling are clients buying from you?

The feeling I want clients to experience

Three words I want associated with my business

- 1 _____
- 2 _____
- 3 _____

2 From Customer to Raving Fan

Think of a loyal client who returns, refers others, or advocates for you.

What helped earn their trust

How can I create more relationships like this

3 Turn a Loss into a Win

Plan your response before a problem happens.

A likely service problem _____

My response time promise _____

☐ Acknowledge ☐ Refund ☐ Replace or correct ☐ Follow up

My recovery gesture

4 Find the Friction

Pretend you are a new client. Where might the process feel difficult or unclear?

- ☐ Finding information ☐ Understanding pricing
- ☐ Ordering ☐ Payment
- ☐ Knowing what happens next

The first friction point I will fix

5 Create the 1 Percent Difference

Choose small touches that make clients feel noticed and cared for.

Before _____

During _____

At delivery _____

After _____

One inexpensive thoughtful touch I can add now

6 Create a Wow Moment

What matters most to this client _____

What unexpected moment could I create

My next 30 days

- 1 _____
- 2 _____
- 3 _____

Final reflection My clients may come to me for _____, but I want them to remember that I made them feel _____.

Notes and Next Steps

Capture ideas, commitments, or follow-up questions from the chapter.



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