

One sheet. Five minutes.

1 Your message *three questions, one line each*

The fear. Think of the last person who rang you. What were they actually frightened of?

The trade-off. What could you do about that fear that may cost your business something?

The proof. What can they check for themselves, before they commit?

Now the sentence. Say it the way you would say it to a daughter on the phone.

2 The five moments *score each one, 1 to 5, then circle the lowest*

1 The sofa

Does anything you say make starting feel like a small step rather than a one way door?

2 The search

If she finds you at eleven at night, what does she learn in thirty seconds that she could not learn about anybody else?

3 The call

How long does it take to reach a human being, and what is the first sentence they say?

4 The living room

What can a family check about you before they commit, without taking your word for it?

5 The tenth visit

If you asked three care practitioners what you stand for, what would they say?

She does not experience your average. She experiences the lowest number you just wrote down.

3 One change *one moment, not five*

WHICH MOMENT

WHO OWNS IT

DONE BY

WHAT IS CHANGING