YOUR QUICK GUIDE

Small details. Real trust.

A practical route from customer expectations to repeatable checks.

Your mission

Choose one customer promise. Define what good looks like, check it at the right moment and learn from the misses.

03-04 / Start with the customer

Meet Maya and turn customer comments into clear promises.

05-07 / Make good work repeatable

Set standards, use a check sheet and prevent mistakes early.

08-09 / Improve and recover

Run a small test and respond clearly when things go wrong.

10-11 / Explore 10 business ideas

Each idea includes a practical first test.

12-14 / Put it to work

Follow a seven-day plan, fill your worksheet and explore sources.

01 / UNDERSTAND IT

Quality keeps a promise

A lovely finish means little if the customer gets the wrong thing.



Meet Maya.

Fictional example

Her gift boxes look beautiful. But one arrives with the wrong message card.

The customer wanted a thoughtful gift. Pretty ribbon could not fix the mistake.

Start with the whole experience

Quality includes the product, the information, the handover and the help afterwards. Ask what the customer needs to go right at each step.

☺ MAYA’S FIRST RULE

“Check the promise before adding the polish.”

02 / LISTEN FIRST

Find what matters most

Use real customer language, then turn it into something you can check.

Ask about a recent experience

Ask: “What mattered most?” “What was confusing?” “What nearly went wrong?” Listen to recent buyers, complaints and returns. Avoid asking only happy regulars.

Translate the comment

“I need this gift to feel personal” becomes: the message matches the approved wording, the recipient name is correct and no price slip is inside.

Choose three promises

Pick the few things that most affect usefulness, trust or convenience. Safety and legal requirements are essential; they are not optional extras to trade away.

TRY IT TODAY

Write one customer quote beside one observable check. If two people could judge it differently, make the check clearer.