LoftyBiz Word-of-Mouth Check Sheet

Take your main product or service and ask three questions: do people buy it, use it, and tell others? Then call three customers who left and ask for the moment they decided to stop. Write down one moment you can fix this month.

From LoftyBiz 155 — Word of Mouth Starts With the Product. Systex is our own product; you can find Systex at loftybiz.net, or click the link in the description.

The three questions

Question	Your product or service	Notes
Would people buy it?		
Would they use it?		
Would they tell someone else about it?		

A product needs all three. If people buy but don't use, they'll leave. If they use it but never mention it, you'll keep paying to find every new customer.

Official worked examples (not promises)

Example	Buy?	Use?	Tell?
Kwame's client app (Tulsa, USA) — extra sixty dollars a month, in his example	Met the first test: some clients bought it	Only partly: most logged in once or twice, then stopped	Failed: not one new client arrived because of it
Kwame's core bookkeeping — about four hundred dollars a month, in his example	Yes	Yes, every month	Yes, other owners were told

Call three customers who left

Ask one question: what was the moment you decided to stop? Don't argue or defend. Just write it down. Rosalba, in her Billings fitness-studio example, called twenty members who had left in the past three months. The answers repeated: classes cancelled at short notice, showers often cold, and a rushed first week.

Customer	The moment they decided to stop	One fix this month
1		
2		
3		

Two numbers to watch

Watch the cost to show your ads, and the cost of each new customer. If the first is flat and the second climbs, check what customers are saying. In Rosalba's example, members paid about one hundred and twenty dollars a month, she had around three hundred members, and the cost of each new member nearly doubled while the cost to show her ads stayed about the same. After she fixed the three moments, the cost of each new member began to fall, even though she hadn't touched the ads.

In Kwame's example, the share of new clients from a recommendation dropped to about four in ten during the app months, then climbed back to about seven in ten over the following year after he made two things standard: a reply within one working day, and a one-page monthly note with three points (what went well, what to watch, and one thing to do next).

Example figures, not targets or a forecast. General education, not financial, legal or tax advice. Results vary. These are examples, not promises.

Put this check sheet into Systex, so the whole team can follow the same steps.