Life-moment map template

LoftyBiz 160 — Sell at the Right Moment: Offers Timed to Your Customer's Big Changes

These are examples, not promises. The people and businesses in this video are illustrative examples, and results vary. Figures are rough examples from the official script, not targets or forecasts. This is general business education, not financial, legal, HR or tax advice.

This week

- Look at your last thirty customers and write down what was changing in their lives when they bought.
- Pick the three most common moments.
- For each moment, note when the window opens and closes, and the next need that follows your first sale.
- Put that map into Systex, so the same chain is waiting the next time a customer is in the middle of a change.

Habits to keep

- Map the life moments your customers mention most, and the worries that come with them.
- Line up a chain of related offers in the order the needs appear. Nothing is pushed early.
- Ask, politely and optionally, what is coming up, and use that only to serve them better.
- Send fewer, kinder messages at the right time. Keep every offer in a chain related to the moment.

Worked example: Rosalind, home organising and cleaning, Albuquerque

Setting	Rosalind, home organising and cleaning company, Albuquerque, USA	
Team	six	
Deep clean, in her example	about $350	
Last hundred jobs	more than half happened within a few weeks of a big change at home	
Moments on her map	moving in, expecting a baby, an older parent moving in, getting a house ready to sell	
Move window	opens about two weeks before moving day, closes about six weeks after	
Move chain	pre-move declutter $300 → unpacking and setup $600 → monthly cleaning $180	
Optional booking-form question	Is anything changing at home in the next few months?	
New-baby chain	nursery setup before the due date, then a light cleaning plan for the first three months	
Messages around a due date	one short kind message six weeks before, a check-in a month after; no offers on the due date itself	
Second service within three months, after a year	about four in ten new customers, compared with about one in ten before	

Rosalind sold one thing for years: a deep clean at about 350 dollars. When she looked at her last hundred jobs, more than half happened within a few weeks of a big change at home. She mapped the moments, built a chain of related offers for each one, and asked an optional question on her booking form. For a move, the chain was a pre-move declutter at 300 dollars, unpacking and setup at 600 dollars, then a monthly cleaning plan at 180 dollars. After a year, in this example, about four in ten new customers bought a second service within three months, compared with about one in ten before. Your results will depend on your customers and your market, and no map guarantees more sales. These figures are from the official script and are examples, not promises.

Worked example: Desmond, tailoring shop, Columbus

Setting	Desmond, tailoring shop, Columbus, USA	

Made-to-measure suit, in his example	about $900	
Moments that brought people in	a new job, a promotion, a wedding, a big speech	
First week ready package	one suit, two shirts and free alterations within a month, at $1,150	
Follow-up after a new job	a gentle check-in three months later about a second suit in a different colour	
Wedding plan, backwards from the date	first fitting four months ahead, final fitting two weeks ahead, then everyday re-tailoring	
What he would not sell	a winter coat to wedding customers; every offer had to solve the next need of that moment	
Partners	a career coach, a wedding planner and a photographer; no payments for referrals; each keeps customer data private	
New-job customers buying again within six months, after nine months	about a third	
Wedding bookings	spread more evenly through the year, so his workshop was less rushed	

Desmond owns a small tailoring shop in Columbus. A made-to-measure suit costs about 900 dollars. He mapped the moments that brought people in, then built a first week ready package at 1,150 dollars and planned weddings backwards from the date. He kept every offer related to the moment, and worked with a career coach, a wedding planner and a photographer, with no payments for referrals. In this example, after nine months, about a third of his new-job customers came back for a second item within six months, and wedding bookings were spread more evenly through the year. Timing helps you be useful, but it does not promise a sale. These figures are from the official script and are examples, not promises.

Keep the checklist in one place

When you have written the winning checklist, keep those notes in Systex, our own product. You can find Systex at loftybiz.net, and click the link in the description.

LoftyBiz · loftybiz.net · Systex is our own product. This template sits under LoftyBiz 160. All figures are from the official script and are examples, not promises.