SWFT*studios*

THE SWFT GROWTH GUIDE · PRINTABLE CUSTOMER JOURNEY CHECK

# Find where customers get stuck. Know what to fix next.

See your business through your customer's eyes, from finding you to choosing you and coming back. Check four stages, choose your first priority, and leave with a practical 30-day plan.

**How to use this guide**

1. Start with the change you want (page 2).
2. Check each of the four stages. Tick one box per question. “I don't know” is a useful answer: it marks something to verify, not a failure.
3. Choose your first priority (page 7) and fill in your 30-day plan and action card.

Prefer it on screen? The interactive version scores it for you: swftstudios.com/growth-guide. Based on your answers; not an independent audit.

START WITH THE CHANGE YOU WANT

# What are we checking?

### 1. What kind of business do you run?

☐ Professional services ☐ E-commerce ☐ Restaurants ☐ Community & events

☐ Other: _____

### 2. What is the main offer you want this guide to focus on?

### 3. Who is it for, and what does it help them achieve?

### 4. What should an interested person do next?

### 5. What would meaningful progress look like over the next 30 days?

☐ More qualified inquiries ☐ More completed purchases ☐ More reservations

☐ More attended registrations ☐ More repeat business or referrals ☐ Less time on a manual task

**Where it is now (or “don't know yet”)**

**Where you want it**

A target is your goal, not a forecast or a guarantee. For long sales cycles, choose an observable step (such as qualified conversations) now and review revenue later.

01 · FOUND

# Can I find you when I need what you offer?

Choose one audience, one offer and the places people use to discover it. Start with the paths your customers actually use. Use a recent example, a customer test or a record where you can.

1 Do you know where recent customers first discovered your business?

☐ Yes, consistently ☐ Partly ☐ No ☐ I don't know

2 Do your main discovery profiles clearly explain who you help, what you offer and where you serve?

☐ Yes, consistently ☐ Partly ☐ No ☐ I don't know

3 Are the important details and links on those profiles accurate?

☐ Yes, consistently ☐ Partly ☐ No ☐ I don't know

4 Are you publishing or maintaining useful material that answers your audience's real questions?

☐ Yes, consistently ☐ Partly ☐ No ☐ I don't know

5 Can someone move from discovering you to the relevant offer in one clear step?

☐ Yes, consistently ☐ Partly ☐ No ☐ I don't know

Stage total: Yes × 2 + Partly × 1 = _____ / 10 · “I don't know” answers to verify: ____

**First action**

Follow your most important discovery path on a phone. Correct one missing detail, unclear description or broken next step.

**Evidence to track**

Relevant visits or inquiries by source. Where tracking is limited, start asking new customers how they found you.

**SWFT can help with:** Discovery strategy, local visibility, photography, video and content connected to the offer.

02 · TRUST

# Is this right for me, and why should I choose you?

Explain the outcome, show credible proof and help the right person understand the fit. Your difference should be specific enough to demonstrate. Use a recent example, a customer test or a record where you can.

1 Can a new visitor quickly explain what you offer, who it is for and why it matters?

☐ Yes, consistently ☐ Partly ☐ No ☐ I don't know

2 Do you explain a meaningful reason to choose you and show evidence for it?

☐ Yes, consistently ☐ Partly ☐ No ☐ I don't know

3 Can people see authentic work, experiences, reviews or other relevant proof, such as work, reviews or examples?

☐ Yes, consistently ☐ Partly ☐ No ☐ I don't know

4 Can they understand the buying process, key expectations, and the price or how to get a quote?

☐ Yes, consistently ☐ Partly ☐ No ☐ I don't know

5 Does the experience on a phone make that information easy to read and use?

☐ Yes, consistently ☐ Partly ☐ No ☐ I don't know

Stage total: Yes × 2 + Partly × 1 = _____ / 10 · “I don't know” answers to verify: ____

**First action**

Rewrite the main offer statement and place a relevant piece of proof beside it. Ask someone unfamiliar with the business to explain the offer back to you.

**Evidence to track**

What test visitors understand, recurring pre-sale questions, and movement from the offer page to the intended next step.

**SWFT can help with:** Positioning, offer messaging, visual storytelling, case studies and website experience.

03 · TAKE ACTION

# Can I take the next step easily, and do I know what happens afterward?

Make one main action clear. Check the entire path, including the confirmation, response and handoff. Use a recent example, a customer test or a record where you can.

1 Is there one clear way to take the main next step (inquire, buy, reserve or register) on the page or profile for this offer?

☐ Yes, consistently ☐ Partly ☐ No ☐ I don't know

2 Can a customer complete it on a phone without a broken link, unnecessary field or confusing instruction?

☐ Yes, consistently ☐ Partly ☐ No ☐ I don't know

3 Do they receive confirmation and know what happens next?

☐ Yes, consistently ☐ Partly ☐ No ☐ I don't know

4 Is someone responsible for each inquiry, order, reservation or registration, with a response expectation the business can meet?

☐ Yes, consistently ☐ Partly ☐ No ☐ I don't know

5 Do you record completed actions and follow through to the next business outcome, such as a qualified conversation or fulfilled order?

☐ Yes, consistently ☐ Partly ☐ No ☐ I don't know

Stage total: Yes × 2 + Partly × 1 = _____ / 10 · “I don't know” answers to verify: ____

**First action**

Run a clearly marked test inquiry, order, reservation or registration. Check receipt, confirmation, routing and follow-through. Use a test mode for paid transactions where available.

**Evidence to track**

Completed actions divided by relevant visits or starts, response time where relevant, and qualified inquiries or fulfilled orders. Show counts alongside rates.

**SWFT can help with:** Booking and checkout journeys, forms, integrations, routing and useful automation.

04 · COME BACK

# Was it worth it, and why would I return or recommend you?

Retention starts with delivering what was promised. Follow-up should support that experience and offer a useful reason to reconnect. Use a recent example, a customer test or a record where you can.

1 Do customers receive the delivery, onboarding or experience you promised?

☐ Yes, consistently ☐ Partly ☐ No ☐ I don't know

2 Is there a consistent way to check satisfaction and resolve problems?

☐ Yes, consistently ☐ Partly ☐ No ☐ I don't know

3 Do you ask for a review or referral at an appropriate moment?

☐ Yes, consistently ☐ Partly ☐ No ☐ I don't know

4 Is there a relevant next offer, reminder or invitation for people who want it?

☐ Yes, consistently ☐ Partly ☐ No ☐ I don't know

5 Can you identify repeat business, referrals or continued participation over a period that fits your business?

☐ Yes, consistently ☐ Partly ☐ No ☐ I don't know

Stage total: Yes × 2 + Partly × 1 = _____ / 10 · "I don't know" answers to verify: ____

**First action**

Map the first follow-up after the customer receives value. Give it an owner, a trigger and a useful purpose.

**Evidence to track**

Rebookings, repeat purchases, referrals or repeat participation over an appropriate period; unresolved issues; owner time spent on the workflow.

**SWFT can help with:** Onboarding, customer communications, review workflows, reactivation and reporting.

CHOOSE YOUR FIRST PRIORITY

# Fix what's broken before adding more.

1. **Broken core action or handoff?** If you ticked “No” on Take action questions 2, 3 or 4, start there.
2. **Delivery or customer-care gap?** If you ticked “No” on Come back questions 1 or 2, fix that before bringing in more customers.
3. **Otherwise,** your weakest stage is the candidate. Check it against the outcome you chose on page 2.
4. **Lots of “I don't know”?** Your first priority is to find out: verify before you build.
5. **You decide.** A self-assessment can't reliably pick the highest-revenue opportunity. Change the priority if you know better, and note why.

| | |
|---|---|
| **Your first priority** | |
| **What may be getting in the way of your outcome** | |
| **Do this week** | |
| **Record before changing it (baseline and source)** | |
| **Watch for** | |
| **Review on** | |
| **If it doesn't improve, check** | |

### In order

| | |
|---|---|
| **Do now** | |
| **Do next** | |
| **Improve later** | |

One change at a time where you can, so you can tell what worked.

YOUR 30-DAY PLAN

# Understand, improve, connect, review.

WEEK 1

### Understand

Walk the journey as a customer. Confirm the obstacle, record the baseline and choose one priority. If there is too little activity to judge, start collecting evidence and extend the review period.

WEEK 2

### Improve

Make the smallest useful change. Assign a person responsible for it and test the complete path.

WEEK 3

### Connect

Make the handoff dependable: define the trigger, the next action, the owner, and what happens if something fails. Automate stable, repetitive steps where useful.

WEEK 4

### Review

Compare the same measures across comparable periods. Note changes in traffic, seasonality, promotions or capacity that may also explain the result. Keep, revise or stop the change, then select the next priority.

### Three kinds of progress

| | |
|---|---|
| **Built** | The page, content or automation exists. |
| **Working** | Customers can use it and the workflow completes reliably. |
| **Improving the business** | The customer or operating outcome changes in a useful way. |

A finished deliverable isn't the result. Judge the change against your baseline, over a fair period, and note anything else that changed.

YOUR ACTION CARD

# One change, owned and measured.

- The customer I want to help
- The outcome I want to improve
- The obstacle I observed
- My current baseline and source
- The change I will test
- Who owns it
- How I will test that it works
- The measure and review date
- What happened and what I learned
- My next decision

**Example**

Illustrative only: a service business receives inquiries, but some never reach the person responsible for booking. First verify receipt and response history. Then connect the inquiry to a named owner, send a confirmation and set an overdue reminder. Check that every test inquiry reaches the right place. Review qualified bookings, missed inquiries, response times and administrative time. The workflow is complete when the handoff works; evidence of transformation comes from the customer and business experience over time.

ADAPT IT TO YOUR BUSINESS

# Same journey, different finish lines.

| AUDIENCE | PRIMARY ACTION | TRUST CONTENT | RELATIONSHIP OUTCOME |
|---|---|---|---|
| **Professional services** | Send a qualified inquiry or book a consultation | Relevant work, fit, process and expectations | Referrals, continued engagement or renewal |
| **E-commerce** | Complete a purchase | Product detail, authentic imagery, and delivery and returns clarity | Repeat purchases and customer satisfaction |
| **Restaurants** | Reserve, order or plan a visit | A current menu, atmosphere, location and hours | Return visits and the right occasions to reconnect |
| **Community & events** | Register | The purpose, the hosts, practical details and what to expect | Continued participation or recommendations |

A registration is not attendance, and an inquiry is not a customer. Measure the step that matters.

WANT A SECOND SET OF EYES?

## We'll look at your journey with you.

Share your website or social profile at **swftstudios.com/growth-guide** and we'll email you three priorities to consider. No call required.

**Want help putting the plan into practice?** Bring us your priority. We'll help define the outcome, build the workflow and agree on how we'll judge progress. hello@swftstudios.com