

THE FIVE STAR FORMULA



CUSTOMER

YOU CANT APPEAL TO & SERVE YOUR PERFECT GUESTS UNLESS YOU KNOW **WHO** THEY ARE (AND **WHERE** TO FIND THEM)

LIST OUT 5 **REAL** CUSTOMERS WHO LOVE YOUR BUSINESS & WHAT YOU DO

1

2

3

4

5

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

WHAT ABOUT YOUR BUSINESS DOES EACH LOVE?

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

DESCRIBE THEIR EXPECTATIONS / SPECIAL REQUIREMENTS :

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

WHICH OF YOUR PRODUCTS DOES EACH LOVE/ SHOULD LOVE?

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

WHAT ELSE ABOUT YOUR BUSINESS DOES EACH LOVE?

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

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WHAT ABOUT THE EXPERIENCE YOU OFFER CAN DISAPPOINT THEM?

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

WHAT CAN BE IMPROVED UPON IN YOUR BUSINESS TO MEET OUR GUEST'S GREAT EXPECTATIONS?

DESCRIBE YOUR CUSTOMER JOURNEY :

CIRCLE AREAS FOR IMPROVEMENT ABOVE

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LOOKING AT YOUR MOST RECENT ONLINE REVIEWS (EG. TRIPADVISOR/ FACEBOOK/ GOOGLE) WHAT ARE THE KEY POINTS BEING MENTIONED:

POSTIVE REVIEWS

NEGATIVE REVIEWS

WHAT COULD YOU ACTION TODAY TO MOVE AN ITEM FROM YOUR NEGATIVES TO YOUR POSITIVE LIST?