

The Delight Playbook

Frisella-grade over-delivery. Turn every paying customer into a repeat buyer, a referrer, and a review-writer using 30 bespoke moves scripted end to end.

\$47

one-time

INSTANT DELIVERY · LIFETIME UPDATES

The Delight Playbook

Frisella-grade over-delivery. Make clients feel like you would fight for them.

A Black Flag Media Playbook

Three layers. Thirty moves. Ten industries. Every message inline and ready to send.

The average business treats the sale as the finish line. This playbook treats it as the starting gun. Read it Saturday. Install the quick win Sunday. Wire the architecture by the next Friday.

Part 1: The 15-Minute Quick Win

Before you read another page, do this one thing. It is the smallest Frisella-grade move in the whole book and it will change how one client feels about you today.

The move: The "Unprompted Loom"

Open Loom (or your phone camera). Pick ONE active client. Record a 90-second video. Do not script it. Do not edit it. Send it before you finish the next section of this book.

What to say (verbatim):

"Hey [FIRST NAME], no reason for this video other than I was thinking about you and wanted to say thanks. When you signed on with us I said we would [SPECIFIC PROMISE YOU MADE]. I want you to know I still remember saying that, and I am still holding myself to it. If anything ever slips or you feel like it is slipping, my cell is [PHONE] and I want the text. Talk soon."

Why it works:

Andy Frisella teaches on the REAL AF podcast (2019 to present) that most people default to the minimum required and call it service. A 90-second unprompted video is the opposite of the minimum. It has no ask. It is not tied to a renewal. It costs nothing. It signals that the client has been on your mind when they were not in your inbox.

Robert Cialdini's Unity principle from *Pre-Suasion* (2016) teaches that the deepest driver of loyalty is the feeling that "we are one of the same." The unprompted video moves you from "vendor who bills me" to "person who thinks about me." That is the Unity shift.

Laura Cattoni's empathy work in copywriting (2018 to present) reinforces this: name the exact thing the client cared about when they hired you. Not the deliverable. The feeling behind the deliverable.

Send it. Then keep reading.

You just did more than 95 percent of your competitors will do this month. Do not stop here.

Part 2: Why "Good Service" Is Not Enough Anymore

Most owners think their job ends when the invoice clears. That is why they get one purchase per client and wonder why the second one never comes.

The real business happens in the 90 days after the sale. That is when the client decides whether to come back, whether to refer, whether to write a review, or whether to forget you existed by Thursday.

The numbers that actually hold up

Retention economics (Bain & Company, Reichheld & Sasser, Harvard Business Review, 1990): A 5 percent increase in customer retention increases profits by 25 to 95 percent, depending on industry. This is the original Bain study. It is not a marketing claim. It is 35 years of holding up under audit.

Peer trust (Nielsen Global Trust in Advertising, 2021): 92 percent of consumers trust recommendations from people they know above every other form of advertising. Your last happy client is a more powerful ad than every dollar you will spend on Meta this quarter.

Service quality research (Zeithaml, Parasuraman & Berry, *Delivering Quality Service*, 1990, building on the 1988 SERVQUAL model): Client satisfaction is not driven by the deliverable meeting spec. It is driven by the gap between expectation and experience. Meeting spec closes the gap to zero. Over-delivering makes the gap negative, which is the only place loyalty is created.

A note on the "5x more expensive" number: You have heard "it is 5 to 25 times more expensive to acquire a new customer than retain one." That number is attributed to various HBR pieces and is often cited without a primary source. This playbook does not use it. What we do know from the Bain data is that retained clients spend more, refer more, and cost less to serve over time. That is enough to build on. Skip the unsourced multiplier.

What the math actually looks like

Take a \$500,000 business with 200 active clients per year.

Do nothing after the sale: 200 clients, average one purchase each, one referral per 20 clients, five Google reviews per year. Revenue: \$500,000. Referral pipeline: dry.

Install this playbook: 200 clients, average 1.6 purchases per year, one referral per 6 clients, 40+ Google reviews per year. Revenue: \$800,000 to \$950,000. Referral pipeline: self-sustaining.

That is a labeled composite based on 12 BFM installs across service, med-spa, and home-services verticals from 2024 to 2026. Your numbers will vary. The direction will not.

Why owners skip this

Because it is quiet. Because there is no dashboard that lights up. Because you cannot A/B test a handwritten card. Because the ROI shows up in month 6, not week 1.

It doesn't have to be that way.

Everything in this playbook takes under 20 minutes per client per year. The compound over 24 months is the single largest lever in a small business, and almost no one pulls it. That is the opportunity.

Part 3: The Frisella Doctrine: "Do So Much They Would Feel Guilty Leaving"

Andy Frisella built 1st Phorm into a nine-figure supplement company on one operating principle: **be so good at delivering that your competitors cannot get in the door**. He teaches this on the REAL AF podcast (2019 to present) and the MFCEO Project (2015 to 2019).

The doctrine is not "delight" as a marketing tactic. It is over-delivery as a standard of self.

Frisella Principle 1: "Comfort Is The Killer"

From Frisella's 75 Hard teachings and REAL AF podcast, 2020 to present.

"If you come to a fork in the road where you have choices, choose the hardest option." (Andy Frisella)

Applied to service delivery: The comfortable option after every sale is to move on to the next lead. The hard option is the second follow-up, the third check-in, the unrequested loom, the physical card.

The hard option is what compounds. Comfort is what quietly ends most client relationships. If you find yourself thinking "they know we appreciate them," you are choosing comfort. Do the hard move.

Frisella Principle 2: "Show Up When You Don't Want To"

From Frisella's core discipline framework, MFCEO Project, 2017 to present.

"Your mind will quit a thousand times before your body will."

Applied to service delivery: Friday at 4:45 pm you do not want to write five handwritten cards. Monday at 8:00 am you do not want to record five looms. Wednesday at 9:00 pm you do not want to send a case-milestone note to the client whose deal closed six weeks ago. That is exactly why you should. The moves that get done when you do not want to do them are the moves that build a business no one can compete with.

Frisella Principle 3: "Extreme Personal Responsibility"

From Frisella's ownership framework, REAL AF podcast, 2019 to present.

"Accepting responsibility even when it is not your fault, and fixing the problem: you will have unlimited income potential in your life."

Applied to service delivery: The client's shipping delay was UPS. The billing snag was your processor. The onboarding confusion was a form you did not build. It does not matter. The client experienced friction on your watch. Own it. Fix it. Send the loom. The moment you outsource responsibility for the client's experience, you outsource the loyalty too.

Frisella Principle 4: "Kill The Old You"

From Frisella's identity work, 75 Hard, 2020 to present.

"You cannot become a new version of yourself while protecting the old one."

Applied to service delivery: The old you was fine sending automated thank-you emails and calling it a day. The old you thought a handwritten card was excessive. The old you delegated the client relationship to a coordinator and stayed heads-down on delivery. The version of you that runs the business you want is the person who signs every card, records every loom, and pings every 30-day check-in personally. Retire the old operator. Act like the new one before you feel like the new one.

Frisella Principle 5: "The Compound Effect of Small Wins"

From Frisella's Power List framework, 2018 to present.

"You can win the next 1000 days of your life and end up with a completely different life as a result."

Applied to service delivery: One handwritten card looks like nothing. Fifty handwritten cards over a year look like a referral engine. The move is small and boring. The stack is the entire business. Do not grade the individual card. Grade the stack at month 6. That is where the different business shows up.

The Frisella filter

Before you send any client touch, ask: **would this feel like the minimum, or would it feel like someone actually fought for me?** If it is the minimum, throw it out and try again.

Part 4: The Cialdini Unity Principle Applied

Robert Cialdini published *Influence: The Psychology of Persuasion* in 1984 with six principles. In *Pre-Suasion* (2016) and the revised *Influence: New and Expanded* (2021), he added a seventh: **Unity**.

Unity is not liking. Liking is "I enjoy this person." Unity is "we are the same kind of person." Unity is family, tribe, region, faith, shared struggle, shared identity. It is the strongest driver of loyalty because it does not feel like a decision. It feels like belonging.

Why Unity beats every other retention tactic

The other six Cialdini principles are transactional. Reciprocity says "they gave me something, I owe them something." Commitment says "I said I would, so I will." Social proof says "everyone else is, so I will."

Unity is different. Unity says: **"of course I stay. That's my team."**

You cannot get to Unity with a discount code, a loyalty punch card, or a "Refer a Friend" landing page. Unity is built with identity signals, shared vocabulary, physical artifacts, ritual, and story. Every move in the MEMORY layer of this playbook is a Unity move.

The 5 Unity moves that build tribe

Unity Move 1: Give the community a name.

Not "customers." Not "clients." A tribe name. First Phorm calls their community "the Legionnaires." Peloton uses "Members." Harley-Davidson uses "H.O.G." (Harley Owners Group) since 1983 with over 1 million active members as of 2024. Rideside K9 uses "the pack."

What to do this week: Coin a name for your community. Put it on the welcome kit. Use it in every client email. "Welcome to the [NAME]." First use trains it. Third use owns it.

Unity Move 2: Ship a physical artifact.

Cialdini teaches that identity is reinforced by objects you can touch. A patch, a pin, a challenge coin, a sticker, a hat. Not swag. An artifact of belonging. Ridgeside K9 sends a challenge coin to every graduated client. First Phorm sends physical Legion cards. This is not marketing collateral. It is a badge.

What to do this week: Order 100 units of ONE physical artifact under \$6 per unit. Ship one to every active client with a note that says "you're one of us now."

Unity Move 3: Build insider vocabulary.

Every tribe has words outsiders do not use. Special Forces has "team room" and "selection." Crossfitters have "Fran" and "the pain cave." Peloton has "leaderboard" and "high fives." Insider vocabulary is a low-cost, high-signal Unity move.

What to do this week: Name three things inside your business that clients do not currently have words for. Your onboarding call. Your delivery ritual. Your renewal moment. Give them names. Use them consistently. Clients will start using them back to you within 60 days.

Unity Move 4: Share the origin story.

Cialdini's Unity chapter in *Pre-Suasion* (2016) shows that shared origin is one of the strongest identity bonds. Every client should know why your business exists, in the founder's own words, in under two minutes.

What to do this week: Record a 90-second origin story video. Not a brand story. The real one. Why you started. What went wrong. Who this business is really for. Send it in the welcome sequence to every new client for the next 12 months.

Unity Move 5: Install a ritual they can count on.

Ritual is the delivery mechanism for Unity. First Monday of the month member call. Friday client shout-outs. Quarterly member-only workshop. Annual dinner. The ritual matters less than the reliability. A weekly ritual done for 52 weeks builds more Unity than a \$500 gift.

What to do this week: Pick ONE ritual. Put it on the calendar. Announce it to clients. Do not miss the first four. After that, the ritual runs itself.

The Cattoni empathy layer

Laura Cattoni's work in copywriting (2018 to present) teaches that empathy in written client communication is not sentiment. It is precision. Name the exact fear, the exact hope, the exact

frustration the client had at the moment they hired you. Then let them know you still remember it.

Every template in Part 7 has a Cattoni empathy hook baked in. That is why they land. Generic warmth reads as generic. Specific memory reads as love.

Part 5: The 3-Layer Delight Architecture

This is the named framework. Memorize the three words.

MOMENT. MONTH. MEMORY.

MOMENT is what happens inside the transaction and the first 72 hours after. This is where trust is confirmed or broken.

MONTH is what happens from day 3 to day 90. This is where the client decides whether you were a vendor or a partner.

MEMORY is the long game, from day 90 to forever. This is where Unity gets installed, referrals compound, and the client becomes a lifer.

You will run 10 moves inside each layer. Not all 30 for every client. That is not the point. The point is that when you look at any active client, you can tell me exactly which layer they are in and which moves are queued.

MOMENT: 10 Tactical Moves (In-Transaction + First 72 Hours)

Move 1.1: The 60-Minute Named Text

Within 60 minutes of the sale, from YOUR mobile number, using their first name AND yours. Not a coordinator. Not a bot. You.

Template inline in Part 7.

Move 1.2: The Same-Day Handwritten Note

Written the same day as the sale. Mailed within 24 hours. Real card stock. Blue or black ink. Frisella no-excuses standard: if you sold today, you write today. No delegation.

Move 1.3: The Founder Loom (2 minutes)

Recorded within 48 hours. Personal. Uses their name, their business name if B2B, and one specific detail from the sales conversation. This is the single most-important move in the MOMENT layer.

Move 1.4: The Unexpected Micro-Upgrade

Add one thing you did not sell them. A same-week appointment slot, an extra sample, a free add-on, an upgraded shipping tier at your cost. Frisella over-delivery: they got more than the contract said, and no one asked them to.

Move 1.5: Live Status Updates During Work

Text updates while work is in progress. "Starting your job right now." "Halfway through, everything on track." "Wrapping up in 45 minutes." Silence during work is the #1 cause of anxiety. Kill it.

Move 1.6: Direct-Line Phone Number, Not Portal

Every new client gets your cell in the first 72 hours. Not the office line. Not a portal. Not a helpdesk queue. Yours. 90 percent will never use it. 10 percent will, and they will never leave you.

Move 1.7: The "How Did That Feel" Ping (24 hours post-delivery)

Not "how did we do." That is a review-farming question. Ask "how did that feel." One word answer allowed. The framing signals you care about the experience, not the score.

Move 1.8: The Welcome Kit (physical, arrives day 4-5)

Not a folder of forms. A tribe artifact. See Cialdini Unity Move 2 above. Patch, hat, sticker, coin, plus a printed note from the founder. Under \$15 per unit landed.

Move 1.9: The 72-Hour Recap Loom

Second loom. 60 seconds. What we did, what happens next, what to expect. Reduces cognitive load, kills buyer's remorse, sets expectation for the MONTH layer.

Move 1.10: The "One-Person-Fights-For-You" Introduction

Introduce the client by name and specific need to the exact team member who will own their account. Not "the team." A person, with a face, with a direct line. "Meet Sarah. She's your person from here forward."

MONTH: 10 Tactical Moves (Day 3 to Day 90)

Move 2.1: The 30-Day Check-In Call (Not Text)

A voice call. Not text. Not email. Frisella "show up when you don't want to." Reps do the text version because it is comfortable. The call is the hard move. The call is the one that gets referenced when the

client tells someone about you three months later.

Move 2.2: The "How's the [Fixed Thing] Holding Up" Ping

Cattoni empathy: name the specific problem you solved. Not "how are things going." "How's the roof holding up after that storm last week?" "How's the puppy doing with the crate training?" Precision reads as memory.

Move 2.3: The Referral-Appreciation Package

When a client refers, they get a package within 5 business days. Not \$50 off. A physical package with a real note. Frisella over-delivery: the referral was already free. The package makes them refer three more times.

Move 2.4: The Anniversary of First Purchase Note

Sent one year after the FIRST purchase, not the last. Reminds them how long they have been part of the tribe. Cialdini Unity: this is a "we've been in this together for a year" signal.

Move 2.5: The Unrequested Progress Report (B2B)

For any B2B client on a retainer or ongoing contract. A monthly one-pager, not an invoice, showing what got done. Even if the contract does not require it. Even if they never asked. The monthly showing-of-the-work is a Frisella "do the work" move.

Move 2.6: The Second-Purchase Nudge (Cattoni framed)

At day 45, a personal message referencing the ORIGINAL pain the client hired you to solve and naming ONE natural next step. Not a discount. Not a promo. A "here is the obvious next chapter for you" note. This is where 30 percent of second purchases happen.

Move 2.7: The Client-Only Content Drop

A resource, guide, template, or short video that is NOT public. Delivered by email or text to active clients only. "This isn't on our site. It's just for you." Insider access is a Unity signal.

Move 2.8: The Testimonial Ask (Only After Delight, Never Before)

Ask for a testimonial only AFTER the client has expressed unsolicited satisfaction. Never before. The unsolicited satisfaction is the trigger. The ask that follows is a formality. Ask via text with a Loom template link: 90 seconds, three questions, no editing required.

Move 2.9: The "Someone On My Team Is Thinking About You" Ping

Once per quarter, from a DIFFERENT team member: "Hey [NAME], I was reviewing accounts today and yours came up. Wanted to say thanks for being with us. No ask." Rotating this among the team quietly triples the number of humans the client feels connected to.

Move 2.10: The Problem-Prevention Alert

The move competitors will not make: proactively tell the client about a problem BEFORE they experience it. "Just so you know, our systems are going down for maintenance Saturday 8am to 10am. You will not lose anything. Wanted you to hear it from me first." Frisella extreme responsibility: you own the experience even when the industry norm is to hide.

MEMORY: 10 Tactical Moves (Day 90 to Forever)

Move 3.1: The Physical Tribe Artifact (Second Wave)

The MOMENT welcome kit was the entry badge. The MEMORY artifact is the veteran badge. Sent at 90 days or first renewal. Coin, patch, hat, or pin distinct from the entry item. Cialdini Unity: earned status objects are stronger than gifted ones.

Move 3.2: Named Member Card / Digital Cert

A physical or digital certificate with their name, date of tribe entry, and (if applicable) status. Ridgeside K9 gives every graduated client a signed digital cert from the head trainer. BFM operators get a Founding Member designation. Not a certificate to hang. A certificate to feel.

Move 3.3: Client-Of-The-Month Spotlight

Once a month, publicly feature one client. Social post, newsletter mention, video. Ask their permission. Send them the graphic. The featured client refers 2-4 new clients within 30 days on average across BFM installs (composite from 12 businesses, 2024-2026).

Move 3.4: The Business-Birthday Loom

For B2B: know the anniversary of the client's business founding. Send a 60-second loom on that day. Nobody else does this. Everyone remembers you when you do.

Move 3.5: The Personal-Life-Event Move

Client had a kid, got married, bought a house, retired, ran a marathon. You noticed. You sent something. Not a corporate gift. A human one. The gift matters less than the fact that you clocked something outside the transaction.

Move 3.6: The Annual State Of The Relationship (B2B) or State Of The Family (B2C)

Once per year, a private note that summarizes: what we did together this year, what your feedback taught us, what we are committing to for you next year. This is the single most under-used move in service businesses.

Move 3.7: The Reactivation From Absence (Not A Win-Back Email)

When a good client goes quiet for 60+ days, you call them. Not "hey we miss you." Not a promo. Just "hey, was thinking about you, everything OK?" 40 percent of those calls surface a real reason they went dark. Half of those are recoverable.

Move 3.8: The Client Ritual (Monthly, Quarterly, or Annual)

Cialdini Unity Move 5 applied. One recurring touchpoint that only clients get invited to. First-Thursday call. Quarterly workshop. Annual retreat or dinner. Attendance does not matter. The invitation is the signal.

Move 3.9: The "You Made Me Better" Note

Once a year, hand-written, to your top 20 clients. Not thanks. Not gratitude. A note that names ONE specific way that client made you or your business better this year. This is Cattoni empathy at maximum resolution. Nobody has ever received a note like this and forgotten it.

Move 3.10: The Referral Origin Story Loop

When a new client mentions a referrer, tell the referrer the story. "Hey Mike, I'm about to onboard James. He said you told him to call us. I want you to know I'm going to take great care of him because he came from you." This closes the referral loop and produces another referral inside 90 days from the same person on average.

Part 6: 10 Industry Delight Moves (Bespoke Per Industry)

Generic delight is the enemy of delight. A "thank you for your business" text from a lawyer and a "thank you for your business" text from a taco truck read identically and land identically: forgettable.

Below: 3 bespoke moves per industry. Moves that only work in that industry. Move them into your ops immediately if you are in that industry. Read the ones you are not for pattern-matching.

Industry 1: Home Services (Roofing / HVAC / Plumbing / Landscaping)

Move H-1: The "Golden Hour" Photo Text

At the end of the job, before you pack up, take a photo of the completed work at golden hour (right before sunset). Text it to the client with: "Finished job. This is what I want you to see when you pull in the driveway tonight." The photo, not the invoice, is the last thing they associate with the job.

Move H-2: The Six-Month Free Check-Back

Return to the property at six months for a 15-minute unbilled inspection of the work. Not a sales call. A check. Bring nothing. Look at the work. Text the client that you were there and everything looks

good. This move alone drives more referrals in home services than every ad channel combined per composite BFM data (2024-2026).

Move H-3: The Neighbor Alert

Before you start work: knock on the two adjacent houses. "Hey, we're doing [WORK] at [ADDRESS] for the next [TIME]. Wanted to give you a heads-up in case of noise. Here's my cell if it becomes a problem." Two things happen. The client hears from three neighbors that you knocked. And you now have two warm neighbor leads.

Industry 2: Med-Spa / Aesthetics

Move M-1: The Day-Of Care Kit

At the end of the treatment, hand the client a small labeled kit: aftercare cream, ice pack, sunscreen, a printed do's-and-don'ts card, and a chocolate. Not sold. Included. Cost under \$8 landed. Perceived value: \$40+.

Move M-2: The 8pm Post-Op Text

The night of any injectable or laser procedure, at 8pm, from the practitioner: "Hey [FIRST NAME], just checking in before you go to bed. How are you feeling? Redness, swelling, anything sharp? Text me here." Nobody else in the industry does this. It becomes the story they tell.

Move M-3: The Two-Week "Reveal" Photo Send

Two weeks post-treatment, send the client the before/after side-by-side (with their permission for internal use only). "This is what your face is doing. Look at that jawline." Give them the mirror they cannot see themselves in.

Industry 3: Auto Repair Shop

Move A-1: The Unrequested Tire-Pressure Top-Up

Every car that comes in for ANY service gets a free tire-pressure check and top-up. Note it on the invoice as "Tire pressure adjusted, no charge." Costs the shop 90 seconds and \$0. Signals attention to the whole car, not just the paid ticket.

Move A-2: The Video Walkaround Before The Work

Before you touch the vehicle, record a 60-second phone video walking around the car, calling out anything you notice ("small ding here, tire tread getting low, taillight OK"). Send to client. This is not upselling. This is showing them you looked. Half will book the noted items in the next 6 months.

Move A-3: The Winter Wiper / Summer Coolant Free Add

Seasonal free add: October, a set of \$12 wiper blades installed at no charge. May, a free coolant top-off. Under \$15 landed. Retention effect: 3-4x industry average per composite BFM data (2024-2026).

Industry 4: Attorney / Law Firm

Move L-1: The Case-Milestone Card

Every time a milestone hits in the case (motion filed, settlement offer received, court date scheduled) the client gets a physical card in the mail: "Hit a milestone. Here's what it means for you." Costs \$2. Replaces 400 anxious "any update?" emails.

Move L-2: The Post-Resolution Loom + Whiskey

At the close of any won case: a personal loom recapping the outcome plus a bottle of nice whiskey or wine (or a \$40 gift the client will actually use) mailed within 3 days. Winning is expected. The keepsake is not.

Move L-3: The "Here's Who I'd Call" Directory Gift

At intake or resolution, hand the client a one-page laminated card: "If you ever need a [ACCOUNTANT / FINANCIAL PLANNER / REAL ESTATE ATTORNEY / THERAPIST], these are the people I trust." Include names, numbers, and one line each. You just became their permanent professional concierge.

Industry 5: Dental Practice

Move D-1: The Post-Op Comfort Call (8pm)

Any procedure above a cleaning: the dentist personally calls the patient at 8pm that night. Not the front desk. Not the hygienist. The dentist. 90 seconds. "How are you? Ice? Ibuprofen working? Call me if anything." Frisella "show up when you don't want to."

Move D-2: The Kid Bravery Package

For every pediatric patient: a bravery certificate signed by the dentist, a printed photo of the kid smiling, and a small toy. Given at the appointment. Sent home with the parent as the story to tell at dinner.

Move D-3: The Insurance-Fight Update

When a claim gets denied or a coverage question drags on: text the patient a weekly update, unprompted. "Still fighting with your insurance on the crown coverage. Filed the appeal Monday. Will update Friday." The fight itself matters less than the client knowing you are still in it.

Industry 6: Restaurant / Hospitality

Move R-1: The Birthday Table Setup

For any reservation with a birthday note: a printed table card with the guest's name, a candle, a single dessert, and a signed note from the chef or owner. Cost under \$5. Nobody expects it. Everyone photographs it.

Move R-2: The "Second-Time Guest" Recognition

Train the host stand to recognize (via reservation system) any guest on their second visit. "Welcome back. Your first visit was in April. Glad to have you again." Not creepy. Precise. Guests come back a third time.

Move R-3: The Regular's Off-Menu Item

Every true regular (5+ visits in 6 months) gets ONE off-menu item quietly available for them. Their drink, their appetizer, their dessert modification. Only they know it exists. Cialdini Unity: insider access.

Industry 7: Fitness / Personal Training

Move F-1: The 30-Day PR Celebration Post

At day 30 of any new client's training, hit a PR (personal record) on any lift or metric. Post it publicly (with permission) with a caption naming the client and the specific gain. Frame it in the studio.

Move F-2: The Milestone Weight Certificate

Handwritten certificate for weight-loss milestones: 10 lbs, 20 lbs, 50 lbs. Signed by the coach. Photographed at the studio. Cost: \$2. Emotional payload: massive.

Move F-3: The Weekly Coach Voice Note

Every Monday, a 60-second voice note from the coach to each client: "Hey [NAME], here's what I want you focused on this week. Nutrition angle: [X]. Movement angle: [Y]. If you skip nothing else, don't skip [Z]. Talk to you Friday." Feels custom because it is.

Industry 8: Real Estate Agent

Move RE-1: The One-Year Home-Anniversary Gift

Exactly one year after closing: a photo book of the neighborhood, a \$50 restaurant gift card to a local place, and a handwritten note. Cost under \$75. Referral rate on this move (per composite BFM data 2024-2026): 1 in 4 recipients refers within 90 days.

Move RE-2: The Neighborhood Insider Kit

Within the first week of the client moving in: a printed insider guide to the new neighborhood (best coffee, best pediatrician, trash pickup day, best hardware store). Made by the agent. Costs \$2 to print. Impossible to fake.

Move RE-3: The Move-Day Care Package

Delivered to the new home on move-day: pizza gift card, roll of paper towels, wine or coffee, and a phone-charger cable. What they forgot to buy in the chaos of moving. The agent thought of it. They will not forget that.

Industry 9: E-Commerce (Physical Products)

Move E-1: The Handwritten Note In Every Box (Under 50 Orders/Day)

Every box that ships gets a handwritten note. Name-specific if you have the name. Product-specific if you know the product. Handwritten. Not printed. When you cross 50 orders a day, print the notes on cardstock in the founder's handwriting font AND still add ONE hand-signed initial per box.

Move E-2: The Sample Extra

Every third order (or first order for new customers) includes ONE unsold sample of a different product. "You didn't ask for this. Thought you'd like it. If you love it, order it. If not, no worries." Frisella over-delivery in physical form.

Move E-3: The "How Did It Fit / Work" Video Request

At day 14 post-delivery, a short automated ask for a 15-second phone video showing the product in use. Not a review request. A "share the moment" request. Every video that comes back becomes user-generated content and a case-study clip.

Industry 10: Recurring Services (Boarding / Cleaning / Lawn / Pool / SaaS Retainer)

Move S-1: The Unexpected Extra-Service Day

Once per quarter, do ONE service beyond the contract at no charge. Extra clean. Extra lawn trim. Extra pool chemical. Bonus SaaS strategy hour. Note it clearly: "Included today at no charge. Small thanks for being a client of ours."

Move S-2: The Contract-Anniversary Loom

At the anniversary of contract start: a loom from the owner or account lead summarizing what has been delivered over the past year and what is being committed to for the coming year. Frisella "do the work" and "show your work" combined.

Move S-3: The Client-Only Improvement Vote

Once a year, poll active clients: "We can add ONE of these three service features next quarter. Which one matters most to you?" Give them ownership of the roadmap. Report back on the winning feature and ship it. Then tell them who voted for it.

Part 7: Full Template Library (Inline, 30+ Templates)

Every template below is copy-ready. Fill the bracketed variables. Do not "improve" the wording on your first send. Ship the template verbatim. Iterate after 30 sends.

MOMENT LAYER: Templates 1.1 through 1.10

Template 1.1: The 60-Minute Named Text

Hey [FIRST NAME], [YOUR NAME] here. Just wanted to say thanks for choosing us. If you need anything at all, this is my direct number. Not customer service. Me.

Template 1.2: The Same-Day Handwritten Note

[FIRST NAME],
Thank you for trusting us with [SPECIFIC THING WE DID]. It means more than you know. If anything ever comes up, my cell is [PHONE].
[YOUR NAME]

(Handwritten. Blue or black ink. Real card stock. Never printed.)

Template 1.3: The Founder Loom Script (2 minutes max)

"Hey [FIRST NAME], [YOUR NAME] here. Wanted to jump on real quick and just say thanks personally for signing on with us. You mentioned [SPECIFIC DETAIL FROM SALES CONVERSATION]. I want you to know that stuck with me, and we're going to take care of that. Here's what happens in the next 72 hours: [BRIEF WALKTHROUGH]. If anything at all comes up, my cell is [PHONE]. I am not the "escalation number." I'm the number. Talk soon."

Template 1.4: The Unexpected Micro-Upgrade Message

Hey [FIRST NAME], quick note. I added [SPECIFIC EXTRA] to your order at no cost. Small thing on my end. Wanted you to have it. See you [NEXT TOUCHPOINT].

Template 1.5: Live Status Updates During Work

Update 1: Starting on [THING] right now. Update 2: About halfway through. Everything looks good. Update 3: Wrapping up in [TIME]. Will send final in a bit.

Template 1.6: Direct-Line Handoff

[FIRST NAME], this is my personal cell: [PHONE]. Save it as [YOUR NAME + BUSINESS]. If anything comes up, day or night, text this line first. Not the office. Not the portal. Me.

Template 1.7: The "How Did That Feel" Ping

[FIRST NAME]: 24 hours in. How did that feel? One word is fine.

Template 1.8: Welcome Kit Insert Card

[FIRST NAME],
This is yours now. Not a gift bag. A welcome to the [TRIBE NAME]. We do things a little differently here. You'll see. Glad you're in.
[YOUR NAME]

Template 1.9: The 72-Hour Recap Loom Script

"Hey [FIRST NAME], quick recap loom. Over the last 72 hours we did [X, Y, Z]. Here's what happens next: [NEXT STEP]. Expect to hear from me again in [TIMEFRAME]. If anything is unclear, text back and I'll clean it up. Talk soon."

Template 1.10: The Team-Member Introduction

Hey [FIRST NAME], meet [TEAM MEMBER NAME]. [SHE/HE] is your person from here forward. Any question, any issue, any request: [FIRST NAME OF TEAM MEMBER] owns it. Direct line: [PHONE]. I'm still in the background if you need me, but [TEAM MEMBER FIRST NAME] is going to make your life easier.

MONTH LAYER: Templates 2.1 through 2.10

Template 2.1: The 30-Day Check-In Call Script

"Hey [FIRST NAME], [YOUR NAME]. No agenda. Wanted to hit the 30-day mark by calling instead of texting. How's everything going with [SPECIFIC THING]? ... [LISTEN]. Anything I can clean up? ... Anything you wish worked differently? ... OK. I've got you. Talk soon."

Template 2.2: The Specific-Problem Check-In

Hey [FIRST NAME], how's the [SPECIFIC THING WE FIXED] holding up since we finished? Not a survey. Just want to know.

Template 2.3: The Referral-Appreciation Package Note

[FIRST NAME],
[REFERRED PERSON NAME] told me you sent them our way. That means a lot. This little package is not payment. It's a thank-you. We're going to take good care of [FIRST NAME OF REFERRED], and we're going to keep earning the trust you extended.
[YOUR NAME]

Template 2.4: The Anniversary Of First Purchase

Hey [FIRST NAME], it's been exactly a year since you first came to us. Wild how fast that went. I remember when [SPECIFIC DETAIL FROM FIRST INTERACTION]. Thanks for still being with us.
No ask. Just wanted you to know we know.

Template 2.5: The Monthly B2B Progress Report (email)

Subject: [CLIENT NAME]: [MONTH] Update
Hey [FIRST NAME],
Here's what got done for you this month:

- [DELIVERABLE 1]
- [DELIVERABLE 2]
- [DELIVERABLE 3]

Next month, we're focused on:

- [PRIORITY 1]
- [PRIORITY 2]

One thing to know: [SIGNAL OR NEW OPPORTUNITY].
Text me if anything is off.
[YOUR NAME]

Template 2.6: The Day-45 Second-Purchase Nudge

Hey [FIRST NAME], quick thought. When you came to us you said [ORIGINAL PAIN]. We handled [PART A]. The natural next step is [PART B], and honestly it's more useful than most

people realize. Not a pitch. Just want you to know it exists and I think it fits. Want me to send info or should I leave it alone?

Template 2.7: Client-Only Content Drop

Hey [FIRST NAME], made this for our active clients. Not on our site. It's a [GUIDE / TEMPLATE / VIDEO] on [TOPIC]. Take 5 minutes with it when you get a chance: [LINK]. No response needed.

Template 2.8: The Testimonial Ask (Post-Delight)

Hey [FIRST NAME], I just saw your note about [SPECIFIC PRAISE]. Made my day. Would you be up for a 90-second video saying that same thing? Three questions, I'll send a Loom link, you record from your phone. If yes I'll send the link. If no, no worries.

Template 2.9: The Team-Member Check-In

Hey [FIRST NAME], this is [TEAM MEMBER NAME] over at [BUSINESS]. I was going through active accounts today and yours came up. Just wanted to say thanks for being with us. No ask. If you ever need anything, my line is [PHONE].

Template 2.10: The Problem-Prevention Alert

Hey [FIRST NAME], heads-up before you hear it somewhere else. [SPECIFIC THING] is happening on [DATE]. Impact on you: [PRECISE IMPACT]. Nothing you need to do. Wanted it to come from me first.

MEMORY LAYER: Templates 3.1 through 3.10

Template 3.1: Second Tribe-Artifact Note

[FIRST NAME],
When you started with us, we sent you the [ENTRY ARTIFACT]. This one's different. This one's for veterans. Ninety days in. You've earned it.
[YOUR NAME]

Template 3.2: Named Member Cert Note

[FIRST NAME], this is your Founding Member cert for the [TRIBE NAME]. Print it. Frame it. Or don't. Either way, it's yours. You were here early. That matters to us.

Template 3.3: Client-Of-The-Month Feature Text (Ask First)

Hey [FIRST NAME], we're doing a Client-of-the-Month feature this month and I want it to be you. 30 seconds of your permission: can I post [SPECIFIC THING] about your business/story with your name? If yes, I'll send the draft graphic before it goes live.

Template 3.4: Business-Birthday Loom Script (B2B, 60 seconds)

"Hey [FIRST NAME], [YOUR NAME] here. Quick one. Today is [BUSINESS NAME]'s [Xth] birthday. That's not a small thing. Most businesses don't make it this far. Just wanted to send a note saying congratulations, thanks for letting us be part of it, and here's to [X+1]. Talk soon."

Template 3.5: Personal-Life-Event Note

[FIRST NAME],
Heard about [LIFE EVENT: kid, wedding, house, marathon, retirement]. Wanted to send this. No business reason. Just happy for you.
[YOUR NAME]

Template 3.6: Annual State-Of-The-Relationship Note (B2B)

[FIRST NAME],
One year in with you. Here's what we shipped together this year: [3-5 BULLET LIST]. Here's what your feedback taught us to change: [1-2 THINGS]. Here's what we're committing to for you next year: [2-3 SPECIFIC COMMITMENTS].
You've made us better. Thank you.
[YOUR NAME]

Template 3.7: Reactivation-From-Absence Call Script

"Hey [FIRST NAME], [YOUR NAME] over at [BUSINESS]. Realized I hadn't heard from you in a bit. Not a sales call. Just wanted to make sure everything was OK on your end. ... [LISTEN]. Anything I can help with? ... OK. Glad I called. Talk soon."

Template 3.8: Ritual Invitation

Hey [FIRST NAME], you're invited: [RITUAL NAME] on [DATE / RECURRING TIME]. Client-only. No pitch. Just [WHAT HAPPENS]. Come or don't, either way you're on the list. RSVP if you're in.

Template 3.9: The "You Made Me Better" Note (Handwritten, Top 20 Only)

[FIRST NAME],
Once a year I sit down and write to a handful of clients who actually made me or this business better this year. You're on that list. Specifically: [ONE SPECIFIC WAY THIS CLIENT MADE YOU BETTER: a piece of feedback, a hard conversation, a moment of trust, a referral, a challenge they gave you].
I don't say this to a lot of people. Say it to you because it's true.
[YOUR NAME]

Template 3.10: Referral Origin-Story Loop Note

Hey [REFERRER FIRST NAME], quick one. I'm about to onboard [NEW CLIENT FIRST NAME]. They told me you sent them. I want you to know I'm going to take great care of them because they came from you. That trust matters. Talk soon.

Industry Templates (Bespoke, per Part 6)

Template H-1: Home Services Golden-Hour Photo Text

[FIRST NAME], finished. This is what I want you to see when you pull in tonight. Text me tomorrow if anything looks off. [PHOTO ATTACHED]

Template M-2: Med-Spa 8pm Post-Op Text

Hey [FIRST NAME], [PRACTITIONER NAME]. Just before you go to bed: how are you feeling? Any redness, swelling, or anything sharp? One-word answer is fine. Here to help if anything comes up tonight.

Template A-2: Auto Shop Video Walkaround Script

"Hey [FIRST NAME], quick walkaround on your [YEAR MAKE MODEL] before I start. Front looks great. Small ding on the driver-side door: noted, not fixing. Rear tires getting close to needing replacement, maybe 6 months. Nothing urgent today. I'll send the invoice with just today's work. Any questions, text back."

Template L-1: Law Firm Case-Milestone Card

[FIRST NAME],
[MILESTONE HIT: motion filed / discovery complete / settlement offer received / court date set].
What this means for you: [PLAIN-ENGLISH IMPACT]. Next step: [WHAT YOU'RE DOING NEXT].
On track. I'll update again at [NEXT MILESTONE].
[YOUR NAME]

Template D-1: Dental Post-Op Comfort Call Script

"Hey [FIRST NAME], [DR. NAME]. Just wanted to personally check in before you go to bed.
How's your [MOUTH / TOOTH / JAW] feeling? Ice working? Ibuprofen enough? Anything sharp?
OK: call me at this number if anything changes overnight. Talk to you at your follow-up."

Template R-2: Restaurant Second-Visit Recognition

Host stand script: "Welcome back, [FIRST NAME]. Great to see you again: I have you here for the second time. Table's ready. Chef sent over a little something extra to say thanks."

Template F-3: Fitness Weekly Voice-Note Script

"Hey [FIRST NAME], quick check-in for the week. Nutrition angle: focus on [X]. Movement angle: I want you thinking about [Y]. If you skip nothing else this week, don't skip [Z]. Text me a thumbs-up if you got this. Talk Friday."

Template RE-1: Real Estate One-Year Home Anniversary Note

[FIRST NAME],
One year in your new place. Wild how fast that went. Small package coming: a photo book of the neighborhood, a gift card to [LOCAL RESTAURANT], and this note. Not doing this to get a referral. Doing it because I remember how much you loved that house the first time you walked in. Cheers to year two.
[YOUR NAME]

Template E-1: E-Commerce Handwritten Box Note

[FIRST NAME],
Thanks for ordering the [PRODUCT]. I packed this one myself. If it doesn't work for you, text me: [PHONE]. If it does, I'd love a quick photo of it in use. Either way, glad you're here.

[YOUR NAME]

Template S-1: Recurring-Service Extra-Service Note

[FIRST NAME]: did [EXTRA THING] on today's visit at no charge. Small thanks for being with us.
See you [NEXT VISIT DATE].

Part 8: The Frisella Over-Delivery Test

Andy Frisella teaches: **you either did the work or you didn't. There is no partial credit.** The same principle applies to over-delivery. Either the client got more than they paid for, or they got what they paid for. What they paid for is called "the contract." It does not build loyalty. Only the "more" does.

Below is a 5-question self-audit. Answer honestly. Score at the bottom.

The 5 Questions

Question 1: In the last 30 days, how many active clients received something from you that was NOT in the contract, NOT expected, and NOT tied to a renewal or upsell?

- 0 clients: 0 points
- 1-3 clients: 1 point
- 4-10 clients: 2 points
- Every active client: 3 points

Question 2: In the last 30 days, how many personal (non-templated) messages did YOU send to active clients?

- 0: 0 points
- 1-5: 1 point
- 6-15: 2 points
- 16+: 3 points

Question 3: For your last 5 completed transactions, could you tell me one specific detail from the sales conversation that you have referenced back to the client since the sale?

- 0 of 5: 0 points
- 1-2 of 5: 1 point
- 3-4 of 5: 2 points

- 5 of 5: 3 points

Question 4: When was the last time a client sent you an unsolicited thank-you: not a review, not a survey, but an actual text or email that said "you didn't have to do that"?

- Never or over 90 days ago: 0 points
- Within 90 days: 1 point
- Within 30 days: 2 points
- Within the last week: 3 points

Question 5: If a client left you today for a competitor, would they feel any hesitation? Not because of a contract. Because of the human weight of the relationship.

- No: they wouldn't blink: 0 points
- Maybe: some would hesitate: 1 point
- Most: they'd have a real conversation with themselves: 2 points
- Yes: they'd feel like they were breaking up with a friend: 3 points

Score

- **0-4 points:** You are running at industry-average service levels. This is the danger zone. Nothing you are doing is wrong. Nothing you are doing is memorable either. Start with the 15-minute quick win in Part 1 today.
- **5-9 points:** You are ahead of your competitors. You are not yet at Frisella levels. Install the MOMENT layer in full over the next 30 days.
- **10-13 points:** You are running a delight operation. Focus now on installing the MONTH and MEMORY layers to compound what you have already built.
- **14-15 points:** You are Frisella-grade. You do not need this playbook. Send it to a peer who does.

The point is not the score. The point is the questions.

If you cannot answer Question 3 with a specific detail per client, you are not paying attention to your clients. You are processing them. Frisella's "do the work" applies here: the work is remembering.

Part 9: AI Companion Prompt Pack (10 Prompts)

Use these prompts in Claude, ChatGPT, or any capable LLM. Paste the prompt. Fill in the bracketed inputs. Ship the output.

Prompt 1: Personalized Loom Script Generator

You are a copywriter trained in Laura Cattoni's empathy-first client-communication style. Write a 90-second Loom video script for me to send to my client [CLIENT FIRST NAME + BUSINESS]. The specific detail I want to reference from our sales conversation is: [DETAIL]. What I want the client to feel after watching: [FEELING]. Tone: warm, personal, no salesy language, no em-dashes, no exclamation marks. Under 180 words. Write it as if I'm speaking naturally.

Prompt 2: Birthday Note Generator (Beyond "Happy Birthday")

Write me a 3-sentence birthday text for my client [CLIENT FIRST NAME]. Their business or role is [CONTEXT]. Do not use the phrase "happy birthday" more than once. Do not include any offer, discount, or pitch. Reference [ONE PERSONAL DETAIL I KNOW ABOUT THEM]. Under 40 words.

Prompt 3: Bespoke Industry Move Generator

I run a [INDUSTRY]. My typical client is [CLIENT PROFILE]. My competitors do [STANDARD INDUSTRY MOVE]. Give me 5 delight moves that are bespoke to my industry, that competitors are NOT doing, that cost under [\$AMOUNT] per client per year, and that would produce a story the client would tell their friends. Rank them by which one drives the most referrals per dollar spent.

Prompt 4: Delight Audit Of Your Last 30 Clients

I'm going to paste in my last 30 clients (names, transaction dates, transaction size). For each one, tell me: (a) which Delight layer they are in (MOMENT / MONTH / MEMORY), (b) which specific moves they should have received but likely did not, (c) which ONE move I should send them this week to reset the relationship. Format as a table.
[PASTE CLIENT LIST]

Prompt 5: Referral Origin-Story Loop Generator

I have a client, [REFERRER NAME], who just referred me a new client, [NEW CLIENT NAME]. Write me two short messages: (1) a text to [REFERRER NAME] closing the referral loop and thanking them by name, (2) a note to include in the welcome kit for [NEW CLIENT NAME] referencing that they came from [REFERRER NAME]. Both should be warm, human, no em-dashes.

Prompt 6: Case-Milestone Card Writer (Attorney / Consultant / Agency)

I'm about to send a milestone update to my client [CLIENT NAME]. The milestone is: [MILESTONE]. In plain English (no jargon, 6th-grade reading level), write me a 4-sentence card that: (1) names the milestone, (2) tells them what it means for their outcome, (3) tells them what happens next, (4) leaves them feeling calm, not more anxious.

Prompt 7: Empathy-Precision Rewrite

I wrote this client message and it feels generic. Rewrite it in Laura Cattoni's empathy-precision style: name the exact fear or hope the client had at the moment they hired me. Keep it under 60 words. No em-dashes. No "we" more than twice.
[PASTE MY DRAFT]

Prompt 8: Monthly B2B Progress Report Generator

I need to write my [MONTH] client update for [CLIENT NAME]. What we did this month: [BULLET LIST]. What we're focused on next month: [BULLET LIST]. Write it in Andy Frisella "show your work" energy: direct, specific, no fluff, closes with a "text me if anything is off" line. Under 200 words.

Prompt 9: Reactivation Call Script For A Ghosted Client

I have a good client, [NAME], who has gone silent for [DAYS] days. Their last engagement was [LAST TOUCH]. Write me a 60-second call script that opens the conversation without being needy, without pitching, and without accusing them of anything. Frisella "show up when you don't want to" energy. End with an open question, not a close.

Prompt 10: "You Made Me Better" Annual Note (Top 20 Clients)

I'm writing my annual "you made me better" handwritten notes to my top 20 clients. For [CLIENT NAME], the one specific thing they did that made me or my business better this year was: [SPECIFIC THING]. Write me a 5-sentence handwritten-tone note that: names the specific contribution, is not gratitude-generic, does not thank them for their money, ends with "I don't say this to a lot of people. I'm saying it to you because it's true." No em-dashes.

Part 10: Metrics That Matter

The five numbers below are the only ones worth tracking for delight. Log monthly. Review quarterly.

Metric 1: Net Promoter Score (NPS)

What it is: "On a scale of 0 to 10, how likely are you to recommend us to a friend or colleague?"

Where it comes from: Fred Reichheld, Bain & Company, *Harvard Business Review*, "The One Number You Need to Grow," December 2003. **How to calculate:** % promoters (9-10 responses) minus % detractors (0-6 responses). **Threshold:** Below 30 = leaking. 30-50 = solid. 50-70 = elite. Above 70 = category-defining (Apple 72 in retail, USAA 75+ in insurance per public benchmarks 2023-2024). **How often to measure:** Quarterly for active clients. Once at day 30 for new clients.

Metric 2: Referral Rate

What it is: Percentage of new clients acquired through referral. **How to calculate:** New clients-from-referral in period / total new clients in period. **Threshold:** Below 15% = your delight is invisible. 15-30% = your delight is working. Above 30% = your delight is now your primary marketing channel. **Note:** Track referrer identity. Your top 3 referrers are worth 100x the average client and should get MEMORY-layer moves monthly, not annually.

Metric 3: 90-Day Retention Rate

What it is: Percentage of clients still active at day 90 post-first-purchase. **How to calculate:** Depends on business model. For recurring: still-paying at day 90. For transactional: made a second engagement or referral by day 90. **Threshold:** Below 40% = the MOMENT layer is broken. 40-70% = solid. Above 70% = elite. **The Bain finding again (Reichheld & Sasser, HBR 1990):** a 5% improvement here can produce a 25-95% profit increase.

Metric 4: Unsolicited Testimonial Rate

What it is: The number of times a client sent you a text, email, review, or social post PRAISING you without being asked. **How to calculate:** Count them. Log them monthly. **Threshold:** Under 1 per month = you are not surprising anyone. 3-5 per month = your delight is landing. 10+ per month = you are running a Frisella-grade operation. **Note:** These are the ONLY leads for testimonial asks. Never ask for a testimonial before you have received an unsolicited one from that client.

Metric 5: Second-Purchase Conversion Rate

What it is: Percentage of first-time clients who make a second purchase within 12 months. **How to calculate:** Second-purchasers in cohort / total cohort size. **Threshold:** Under 20% = you are running an acquisition treadmill. 20-40% = you have a real business. Above 40% = you have a compounding one. **The lever:** MONTH-layer Move 2.6 (the day-45 Cattoni-framed second-purchase nudge) is the single largest driver of this metric across BFM installs (composite data, 12 businesses, 2024-2026).

One-page monthly dashboard

Log all five in a Google Sheet. Review the first Monday of every month. If a number moves in the wrong direction two months in a row, that is your priority for the next 30 days. Everything else is noise.

Part 11: Common Mistakes

Five ways owners undo the whole architecture. Read these before you install anything.

Mistake 1: Mass Personalization

Templates with `{first_name}` variables sent to 500 people at once are NOT personalization. They are personalization theater. Clients can smell them from three sentences away. Especially now, when every SaaS has a "personalized" merge-tag feature.

The fix: Every personal touch in the MOMENT and MEMORY layers is sent one at a time, from a real person, referencing a real detail. If it can't be batched, it shouldn't be batched. The MONTH layer has some automated touchpoints. The MOMENT and MEMORY layers do not.

Mistake 2: The "How Are We Doing" Spam

Automated NPS surveys sent every 45 days. Post-transaction "please rate us 1-5" popups. "We haven't heard from you in a while, how are we doing?" emails. All of these communicate the same thing: **we care about our metrics more than we care about you.**

The fix: Ask "how did that feel" once, at 24 hours post-delivery, in the client's own text thread. Ask NPS once per quarter, from a real person, only for clients you know are past the honeymoon phase. Never survey more than you serve.

Mistake 3: Over-Delivering Only When You Want The Sale

Nothing tells a client "you are a means to an end" faster than a sudden burst of delight right before a renewal or upsell decision. Frisella teaches this on the REAL AF podcast (2020 to present): **standards or nothing.** The delight has to be running at 100% whether or not there is a sale on the line, or the client will read the delight as manipulation.

The fix: The MEMORY layer touchpoints must be calendared and running on their own cadence, disconnected from any sales cycle. If you can only bring yourself to over-deliver when there is money on the line, you don't have a delight system. You have a closing tactic.

Mistake 4: Generic Swag

The unbranded coffee mug. The pen with your logo. The stress ball. The \$12 wine gift set with a "thanks for your business" card. Every client's junk drawer already has ten of these. They are not delight. They are landfill.

The fix: No branded swag as a delight artifact. Every physical touch is either (a) a Cialdini Unity tribe artifact: patch, coin, hat, sticker: designed to belong to the tribe not to advertise you, or (b) a personal, situation-specific gift the client will actually use. When in doubt: less generic, more specific.

Mistake 5: Delegating The Signature Moves To The Wrong Person

The handwritten card written by the intern. The founder loom delegated to the account manager. The 30-day check-in call outsourced to a call center. The 8pm post-op text sent by the front desk. Every one of these signals to the client that "the person who made the promise is not the person actually holding it."

The fix: Some moves are undelegatable. The founder loom is the founder. The handwritten card is the person who signed the contract. The 30-day check-in call, in the first two years of any business, is the owner. As the business grows, delegate the operations, keep the signature moves. If the signature moves get delegated, the whole architecture reads as scripted, and the client leaves.

Part 12: Proof (Labeled Composites, 3 Businesses)

The three case studies below are labeled composites built from BFM install data across service, med-spa, and home-services verticals, 2024 to 2026. Names and specifics are altered. The numbers are directional, not audited.

Composite Business 1: "The 3-Truck HVAC Shop"

Starting point: \$780K annual revenue, 340 active clients, 4% referral rate, no post-sale follow-up beyond a warranty card. Owner was working 60-hour weeks doing sales in addition to running crews.

Moves installed (in this order):

- Week 1: Move 1.1 (60-min named text), Move 1.5 (live status updates), Move H-1 (golden-hour photo)
- Week 2: Move 1.2 (handwritten card, mailed Fridays), Move H-3 (neighbor alerts)
- Week 3: Move 2.1 (30-day call), Move 2.2 (specific-problem check-in)
- Week 4: Move H-2 (six-month free check-back scheduled for existing clients)

Result at 12 months: \$1.02M revenue (+31%), 380 active clients, 22% referral rate, 4.9 Google review average with 89 reviews (up from 12).

What actually moved the number: Golden-hour photo text (Move H-1) drove 40% of the referral increase per client-attribution surveys. The handwritten cards drove the review compound. The 30-day call drove second-purchase conversion.

Composite Business 2: "The Solo-Provider Med-Spa"

Starting point: \$340K annual revenue, one injector, 210 active clients, 62% first-time-only client rate (i.e. only 38% came back for a second treatment). NPS unknown because never measured.

Moves installed:

- Immediately: Move M-1 (day-of care kit) for every treatment
- Week 2: Move M-2 (8pm post-op text) for every injectable and laser client
- Month 2: Move M-3 (2-week reveal photo), Move 1.3 (founder loom for new clients only)
- Month 4: Move 3.2 (Named Member Cert) for every 3+ visit client, Move 3.3 (Client-of-the-Month)

Result at 9 months: \$510K revenue (+50%), second-visit rate rose from 38% to 71%, NPS measured for the first time landed at 68 (rising from an unmeasured baseline).

What actually moved the number: The 8pm post-op text was named specifically by 22 of the first 30 clients surveyed as "the single reason I came back." Cost per touch: \$0. Time per touch: 45 seconds.

Composite Business 3: "The Local Law Firm"

Starting point: \$1.4M revenue, 3-attorney firm, referral-based practice with slow growth, high client anxiety (measured by inbound "any update" emails).

Moves installed:

- Immediately: Move L-1 (case-milestone cards mailed at every filing)
- Month 1: Move 2.10 (proactive problem-prevention alerts before insurance responses)
- Month 2: Move L-2 (post-resolution loom + gift) for every closed case
- Month 4: Move L-3 (trusted-professionals directory card given at every intake)

Result at 12 months: \$1.9M revenue (+36%), inbound "any update" emails dropped 78%, referral-driven intakes rose from 62% to 84% of pipeline, staff freed up 8 hours per week from client-anxiety response.

What actually moved the number: The case-milestone cards had the biggest measured effect on client anxiety. The post-resolution loom + gift drove a doubling of the referral rate. Neither move required a technology change. Both were operational discipline.

Part 13: Next Steps (The Weekend Install Checklist)

Not a sales pitch. A checklist. Do this by next Sunday.

Saturday morning (2 hours)

- ☐ Read this playbook end to end if you haven't already.
- ☐ Take the Frisella Over-Delivery Test in Part 8. Log your score.
- ☐ Order the supplies: 100 blank cards, 100 stamps, return-address stamp. Under \$105.
- ☐ Order the physical tribe artifact (Part 4 Unity Move 2). Patch, coin, sticker, or hat. Under \$600 for 100 units.
- ☐ Pick your tribe name (Part 4 Unity Move 1). Write it on paper. Say it out loud.

Saturday afternoon (2 hours)

- ☐ Pull the last 30 clients from your CRM.
- ☐ Write 5 handwritten cards using Template 1.2 to your most recent 5 clients.
- ☐ Record 3 founder looms using Template 1.3 script to your top 3 highest-LTV clients from the last 90 days.
- ☐ Send the 15-minute quick win from Part 1 to ONE active client.

Sunday morning (2 hours)

- ☐ Set up the 4 automations in your CRM: Move 1.1 (60-min text), Move 2.1 reminder (30-day call reminder to YOU, not automated to client), Move 3.4 (birthday), anniversary of first purchase (Move 2.4).
- ☐ Set a weekly Friday 20-minute block: "Card Writing." Never delegate. Never skip.
- ☐ Set a monthly first-Monday 30-minute block: "Delight Metrics Review." Log the 5 metrics from Part 10.

Sunday afternoon (1 hour)

- ☐ Choose ONE industry-specific move from Part 6 that applies to you. Install it for every new client starting Monday.
- ☐ Choose ONE MEMORY-layer move to run this quarter. Put the client list on the calendar.

- ☐ Text your top 5 clients your direct cell phone number (Template 1.6). Save each of theirs as a personal contact.

Monday morning (30 minutes)

- ☐ Look at the 5 cards you wrote Saturday, the 3 looms you sent, and the quick win. That is 9 delight touches shipped in one weekend. 95% of your competitors did zero.
- ☐ Do this again next Saturday. Then the next. Then for 1000 days.

The one rule

Do not skip the handwritten cards. Do not skip the founder looms. Do not skip the 8pm calls. These are the moves competitors will not make because they feel too manual, too personal, too time-consuming. That is precisely why they compound.

Frisella teaches: "**you can win the next 1000 days of your life and end up with a completely different life.**" The delight architecture is the version of that principle applied to your business. One card. One loom. One text. Stacked for 1000 days. A completely different business.

Ready For Us To Install This For You?

Every BFM install includes the full MOMENT / MONTH / MEMORY architecture wired into your CRM: the 30 moves scripted to your industry, the 30+ templates loaded into your workflows, the tribe artifact designed and sourced, and a weekly card-writing and loom-recording reminder that hits your calendar every Friday.

Book Your Clarity Call at /plan

Zero pitch. You leave with a written delight plan whether we work together or not.

Black Flag Media · This is what a Tight Bucket looks like.