

## Serve Well Kickstart (Pilot Programme)

*Define, strengthen, and scale your customer experience without draining yourself in the process*

You've been doing things your own way, and it's worked. You deliver great service, your clients love working with you, and your onboarding flows naturally (most of the time) because you're there to guide it.

But that intuitive, reactive approach that worked so well when you are doing everything yourself?

It gets harder to maintain as your business grows. It's even harder to automate or outsource.

And it leaves you wondering:

- What exactly is the journey your clients go on?
- Where are you repeating yourself or missing steps?
- What would it even look like to hand over some of this?

You want a more sustainable, feel-good way to grow without dropping the ball or compromising the quality you care about.

## That's where the Serve Well Kickstart comes in

This four-month group programme is based on my proven one-to-one customer wellbeing strategy process (normally £2,700), now reimaged in a small-group format to make it more accessible for solo business owners who want to do things well and in a way that fits their life.

Whether you've been in business for years and want to scale more sustainably, or you're starting out and want to build strong foundations from the start, this is your chance to join the **pilot** group and help shape the experience.

## What's Included

- Four live online interactive workshops (one per month)
- Monthly Q&A drop-in calls
- Personalised feedback on your submitted work
- Worksheets and optional templates (printable and digital)
- Access to recordings if you miss a session (live attendance is encouraged)
- The Customer Experience Deck (used in Month 2)
- Support and discussion through the Feel Good Hub app
- **Bonus:** Access to wellbeing and fitness features in the app during the programme if you wish

## What We'll Cover (and why it matters)

Month and Topic	So that...	Even if...
Month 1: Stakeholder Identification	You know who really matters in your business and where to focus your energy	You think you already know your customers already or don't see yourself as strategic
Month 2: Customer Feelings	You get clear on what 'good' feels like for you and your customers	Emotions or wellbeing feel hard to pin down or talk about in business terms
Month 3: Customer Commitment Mapping	You define success for your service(s) and map the path to commitment for your key stakeholders	You don't enjoy thinking in processes or prefer to keep things fluid
Month 4: Process Inventory Creation	You create a <b>process inventory</b> (your first version of Standard Operating Procedures) for at least one of your services, breaking things down into clear steps and uncovering ways to streamline, delegate, or improve	You worry that documenting processes will box you in or limit your creativity

## Who It's For

Serve Well Kickstart is for service-based business owners who:

- Want to run a business that works alongside their life, not at the expense of it
- Understand that long-term success depends on protecting their time and energy as much as their reputation
- May be starting out and want to get their customer experience foundations right from day one

Or

- Have reached a point where doing everything themselves is no longer sustainable or desirable
- Know their customer onboarding and delivery works well when it's in their head but want it to be easy to share, automate, or outsource without losing quality
- Are ready to grow or streamline but want to protect the quality of their customer experience

## What Makes This Different

This is not a generic course or rigid template. You won't be handed a blueprint that doesn't fit your business or your values.

Instead, you'll be guided step by step to map out what works for you and your clients. You'll walk away with something real, useful, and sustainable — including a working

**process inventory** for at least one of your services. This isn't about creating a rigid manual, but about capturing what works so you can scale, outsource, or automate with confidence.

### Pilot Details

- **Pilot price:** £380 (pay £95 monthly or upfront in full)
- **Full price from Spring 2026:** £760
- **Maximum:** 6 participants
- **Dates:** Starting in November 2025, the live workshops will be held on the first Monday of each month from 11am–1pm (UK time). The live Q&A sessions will be held on the third Monday of each month from 11am–12pm (UK time).
- **Why Monday afternoons?** They give you a fresh start to the month and week and a clear focus so you can notice what's happening with clients and make meaningful tweaks along the way.

### Want to find out more?

If you're curious and think this could be the right next step for you, I'd love to hear from you.

[Book a 30 minute no obligation call with me](#) and together we can decide if it is the right thing for you, right now.

This is a high-touch, small-group experience with limited spaces available.

If you want to do this work alongside someone who gets it and make real progress without burning out, I'd love to support you.