The Moments of Truth Calendar

BLANK WORKSHEET **Brand:** _____ **Date:** _____ **By:** _____

A calendar of the dates and moments when customers are most likely to decide, buy, gift, worry or leave, so you prepare early instead of reacting late.

WHAT IT IS
A year view of your key moments: gifting seasons, restocks, shipping cutoffs, sales and the quiet months. Each one gets a plan and a lead time.

HOW TO USE IT
1. List your real moments from order history and support questions. 2. Add the date or month. 3. Say what the customer needs. 4. Work backward to a prep date. 5. Name an owner.

WHERE TO FIND MOMENTS
Last year's sales by week, support questions by month, shipping cutoffs, supplier lead times, holidays your customers actually buy for, and anniversaries of first orders.

Three kinds of moment

PEAK	PRESSURE	QUIET
High demand and high attention. Prepare early, keep messages clear.	Deadlines and delays: shipping cutoffs, sellouts. Customers need reassurance.	Low attention. A good time to build, test and thank customers.

A calendar of only peaks wears customers out. Put at least one quiet-month moment in every season.

Your calendar

One row per moment. Work backward from the date to decide when preparation must start.

WHEN	MOMENT	WHAT THE CUSTOMER NEEDS	WHAT WE SEND	PREPARE BY	OWNER

Preparation checklist

For each moment, count back from the date and complete these steps. Tick the status as you go.

TASK	WEEKS BEFORE	OWNER	STATUS

Action plan and review rhythm

Turn what you found into a short list. Fix the highest impact items first, and give every item an owner and a date.

#	ACTION	LINKED FINDING	EFFORT	IMPACT	OWNER	DUE
1						
2						
3						
4						
5						

Review rhythm

ANNUAL
Build the full calendar once a year, from last year's data.

MONTHLY
Look two months ahead. Start prep on anything inside the lead time.

AFTER EACH MOMENT
Write down what worked, what you missed and what to change next year.

Next: the Recovery Playbook covers what to do when a moment goes wrong.