The Moments of Truth Calendar

SAMPLE DATA, NOT REAL RESULTS **Sample brand:** Sample Co., a small-batch home goods shop

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

SAMPLE DATA

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
Early Feb	Valentine's gifting	Gift ideas, a clear shipping cutoff	Gift guide, cutoff reminder	Mid Jan	Email manager
May	Mother's Day	Gift ideas, delivery certainty	Gift guide, last day to order	Mid Apr	Email manager
August	Back to routine	A reason to restock	Restock reminder, care tips	Mid July	Email manager
Late Nov	Big sale week	Clear terms, stock honesty	Early access, low stock notice	Early Oct	Marketing lead
Mid Dec	Holiday shipping cutoff	Know the last order date	Cutoff reminder, then a final call	Early Nov	Store manager
January	Quiet month	Care, not selling	Thank-you and a reply invitation	Mid Dec	Email manager

Preparation checklist

SAMPLE DATA

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

TASK	WEEKS BEFORE	OWNER	STATUS
Confirm stock and shipping cutoffs with the supplier	8	Store manager	Done
Draft the messages and check them with the Message Check	6	Email manager	Done
Build segments and test on a phone	4	Email manager	In progress
Send a test to the team and fix issues	2	Email manager	Not started
Set a rule for who answers replies and when	1	Support lead	Not started

Action plan and review rhythm

SAMPLE DATA

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	Fix the holiday cutoff message and add it to the site banner	Moment, mid Dec	Medium	High	Store manager	Month 1
2	Build a gift version of the order confirmation	Moment, Valentine's	Medium	Medium	Email manager	Month 2
3	Plan a thank-you note for the quiet month	Moment, January	Low	Medium	Email manager	Month 2
4						

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.