

USE THIS CHECKLIST TO IDENTIFY WHERE MOMENTUM IS LEAKING BEFORE JANUARY STARTS.

POST-SALE PRESENCE

- ☐ Thank-you sent within 24 hours
- ☐ Clear next steps communicated
- ☐ No long periods of silence

ONBOARDING & EARLY VALUE

- ☐ First-time buyers received guidance
- ☐ A quick win was delivered in week one
- ☐ Customers knew what success looked like

JANUARY READINESS

- ☐ January messaging planned in December
- ☐ Customers invited into what's next
- ☐ Clear reason given to return in January

HUMAN VS AUTOMATION

- ☐ Escalation paths were clear
- ☐ Humans stepped in when urgency was high
- ☐ Automation supported – not blocked – customers

LOYALTY & RECOGNITION

- ☐ Repeat customers were acknowledged
- ☐ Perks or early access were offered
- ☐ Loyalty felt immediate, not delayed

SCORE YOURSELF:

- **13–15: MOMENTUM PROTECTED**
- **9–12: LEAKS EXIST – FIX NOW**
- **<9: JANUARY CHURN IS ALREADY BAKED IN**

LOW SCORE = LOST MOMENTUM.

HIGH SCORE = COMPOUNDING GROWTH.