

The customer is buying the morning out — not just the cheese. Page 1: the place and the story. Page 2: the shop's digital plan. Walk the customer's route with your phone in hand before you fill this in.

Page 1 · The place & the story

Fill in after walking through the shop — as a first-time visitor would.

The customer's route

The sign · the parking · the door · the room · the greeting · the goodbye. Photograph whatever chafes.

Three things the customer meets before the till — and what we fix this week

The core story

True, with a main character and a why. The same story as in the brand brief — now for the sign by the till.

Our story in five sentences

Who we're telling it to (our most important visitor)

The same day out

The neighbour isn't a competitor — the customer wants one more stop.

Neighbours we swap signs and tips with · what we do together

Page 2 · The shop's digital plan

Almost every visit starts on a phone. Short and reliable beats big and abandoned.

Google Business Profile

The shop's most important digital surface — opening hours, photos, the pin on the map, reviews.

This is what we fix first · monthly check booked (day)

For whom and why

Your most important visitor — and what you want them to do (find you, come back, tell others).

For whom · Why

Content in four layers

You · the shop · the place · the region. Make content that helps the visit: the way here, what's just been harvested, who they'll meet.

Our posts — one example per layer

Channel, rhythm and tone

Main channel · A realistic pace (posts/week) · How we sound

TIPS

Opening hours you can actually keep beat long ones you cancel — nothing kills trust like "closed" when Google said open. Build the plan around your season, not around the algorithm.