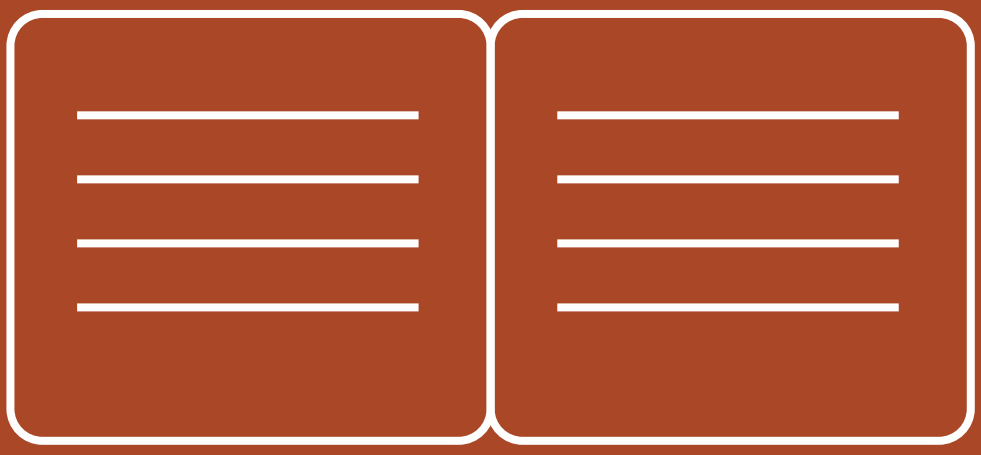
BOOKCHOWK / PRACTICAL MINI BOOKS

Customer Proof Without Hype

Turn genuine feedback into clear, permission-based stories



SanjAI Matta

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10 focused pages + editable companion | 22 October 2026

One useful result

Turn genuine feedback into clear, permission-based stories. Work through one lesson at a time, then use the three printable worksheets on a real, low-stakes situation.

Your route through this mini book

1. Ask for a specific moment

2. Separate feedback from permission

3. Keep the claim within the evidence

4. Build a small proof library

Read the lesson, compare the worked example and complete the action. Pages 7-9 are writing sheets; page 10 helps you review the result. The editable Markdown companion contains the same prompts for reuse in a notes app.

For personal learning and household use. Adapt the examples to your circumstances.

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Ask for a specific moment

Useful feedback describes an experience rather than awarding a generic compliment. Ask what the customer needed, what happened and what they found useful. Make responding optional. Do not offer a reward that depends on a positive answer. Keep criticism in your records; it may reveal a service problem worth solving before promotion.

Worked example

Instead of “Please say we are the best”, ask: “What were you trying to organise, and which part of our service helped most? It is fine if you prefer not to answer.”

Try it now

Draft three neutral questions about a real customer experience. Remove words that suggest the answer you want.

NOTICE → CHOOSE → TRY → REVIEW