

The Customer Question Notebook SOP

THE PLAY (ONE LINE)

Log every customer question for 30 days, then answer them on the pages where they belong.

Why this matters

"Before you make any changes to your content on your website, get a notebook. I'm saying old school, a notebook. And for a month, write down every question people ask you." - David Levine, I am Your Virtual Professional

30

days of questions before you rewrite

1

automated email, one line changed

2nd

ring: when David says to pick up

1 Keep a question notebook for 30 days

Paper is fine; David means it literally. Write down every question anyone asks: on the phone, at the counter, by email, in reviews, from your installer or front desk. Don't answer them in the notebook. Just make the list.

2 Group the questions

At the end of the month, sort the list into groups: before they buy, pricing and logistics, during the job, after the sale. Count the repeats. The questions you heard most go first.

3 Answer each one in plain language

Write the answer the way you would say it to a customer, not in industry jargon. People now type full questions into Google and AI tools, so the question itself is your heading.

4 Put the FAQs on the pages where they belong

Not one giant FAQ page. Each answer goes on the service or product page where the customer is when they wonder about it. Then make your phone number easy to find: footer and contact page, never seven layers down a menu.

5 Build local pages where rules differ by town

If permits, codes or steps change by municipality, build a page per town you serve and write up that town's requirements from its own website. David did this for a fence company; it is what made each page useful and different.

6 Read one automated email as the customer

Pick one autoresponder or confirmation email. Read it as if you were the customer receiving it. Change one line to make it clearer and more customer centric.

7 Set response-time expectations

Make that autoresponder say it is automated, say when a real reply is coming (tomorrow, in three hours, whatever you can keep), and send a copy to the owner. Then follow up without harassing.

Notebook start: _____ Questions logged: _____ FAQs published: _____

☐ 30 days logged

☐ Grouped + counted

☐ Answers written

☐ FAQs on pages

☐ Town pages

☐ Email line changed

☐ Reply time stated

☐ Owner copy on