



# **THE VIRAL MOMENT READINESS CHECKLIST**

**A practical guide for business  
owners when service moments  
turn public**



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# SECTION 1: BEFORE SERVICE STARTS

- EXPECTATIONS CONFIRMED OUT LOUD**
- VISUAL REFERENCE REVIEWED TOGETHER**
- LIMITATIONS CLARIFIED (SHAPE, LENGTH, COST, OUTCOME)**
- DEPOSIT TERMS EXPLAINED + ACKNOWLEDGED**
- “What happens if it’s not right?” discussed before starting**

Most conflicts don't start with bad service — they start with unspoken assumptions.

This checklist is for education, not judgment. Every business will face moments like this.

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# SECTION 2: WHEN A CLIENT HESITATES OR PUSHES BACK

- STOP SERVICE IMMEDIATELY**
- ASK ONE CLARIFYING QUESTION (NOT MULTIPLE)**
- REPEAT THE CONCERN BACK NEUTRALLY**
- OFFER CLEAR OPTIONS (REDO, ADJUST, STOP)**
- Avoid justifying or defending mid-service**

Defensiveness escalates faster than mistakes.

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# SECTION 3: THE CRITICAL DECISION POINT

- DECIDE: CONTINUE / REDO / STOP**
- EXPLAIN THE DECISION CALMLY**
- STATE COST IMPLICATIONS CLEARLY**
- DO NOT NEGOTIATE EMOTIONALLY**
- Do not raise your voice**

This moment determines whether the situation ends quietly or publicly.

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# SECTION 4: IF EMOTIONS RISE

- LOWER YOUR VOICE**
- PAUSE MOVEMENT**
- REDUCE WORDS, NOT INCREASE THEM**
- AVOID “POLICY DUMPING”**
- Remember: cameras change behavior**

When someone is recording, posture matters more than policy.

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# SECTION 5: AFTER THE INTERACTION

- DOCUMENT THE INTERACTION**
- REVIEW HOW IT COULD'VE BEEN PREVENTED**
- UPDATE INTAKE OR PROCESS IF NEEDED**
- DECIDE WHETHER PUBLIC RESPONSE IS NECESSARY**
- Move forward – don't relive it**

Reputation damage often comes from what happens after the service ends.

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# CONTACT AN ORM EXPERT

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What comes next is how to handle your Reputation. You need a system to handle the Review Bomb that usually follows moments like this.

👉 Book a short Review Triage Call  
(15 minutes – no obligation)

Sometimes speed matters more than strategy.

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