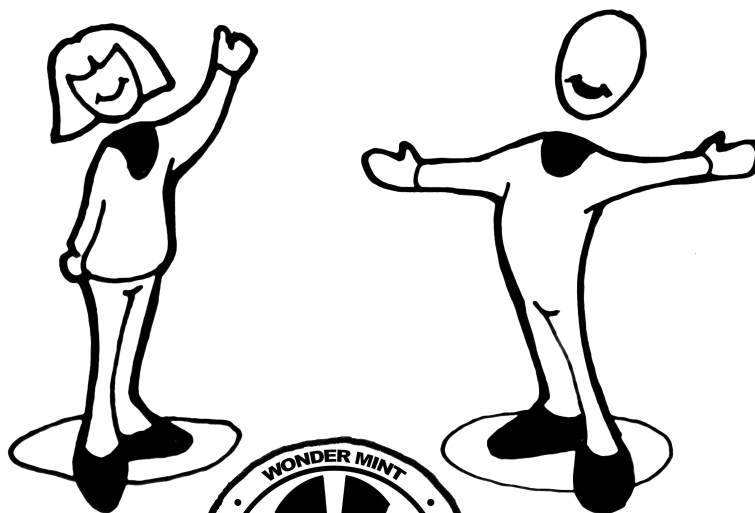


**SIMPLE QUESTIONS TO HELP**  
**MAKE YOUR**  
**BUSINESS**  
**MORE**  
**MEMORABLE**  
**AND INCREASE CUSTOMER**  
**ATTRACTION**



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# USING THE FIVE SENSES

**WHAT VISUALS COULD YOU INCORPORATE INTO YOUR CUSTOMER SPACE THAT REFLECTS THAT HARMONIZES WITH YOUR BRAND?**

**WHAT SOUND MIGHT YOU USE TO ENHANCE THE CUSTOMER SPACES?**

**WHAT AROMAS MIGHT YOU INTRODUCE INTO THE ENVIRONMENT TO ENHANCE THE CUSTOMER VISIT?**

**WHAT TASTES MIGHT YOU PROVIDE IN THE CUSTOMER SPACES?**

**WHAT TEXTILES OR TEXTURES CAN YOU USE TO ENHANCE THE CUSTOMER VISIT THAT CAN BE ASSOCIATED WITH YOUR BUSINESS?**



**INCORPORATING ALL FIVE OF THE SENSES  
DEPENDS THE MEMORY OF THE CUSTOMER'S  
VISIT AND INTERACTION WITH YOUR BUSINESS  
AND YOUR OFFERING.**



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## WORKSHEET # 1

# LEVERAGING THE CUSTOMER ENGAGEMENT WITH **FOUR EXPERIENCES**

## **E**ducational

HOW MIGHT THE CUSTOMER ACQUIRE A NEW SKILL OR KNOWLEDGE DURING A VISIT?

## **E**ntertainment

HOW MIGHT YOU MAKE THE CUSTOMER'S VISIT MORE ENJOYABLE?

## **E**sthetic

HOW MIGHT YOU MAKE THE THE SPACE SO THAT CUSTOMERS CAN JUST HANGOUT?

## **E**scapist

HOW MIGHT YOU INCORPORATE THE CUSTOMER IN THE PROCESS OF YOUR OFFERING? HOW MIGHT THEY DO WITH YOU RATHER THAN YOU DO FOR THEM?

BY LEVERAGING THE FOUR TYPES OF TYPES OF EXPERIENCES, THE ENGAGEMENT WITH THE CUSTOMER IS RICHER AND MORE MEMORABLE.



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# WORKSHEET # 2

# CUSTOMIZE AND PERSONALIZE

## CUSTOMIZE

HOW MIGHT YOU CUSTOMISE YOUR OFFERING SO THAT THE OFFERING IS UNIQUE TO EACH CUSTOMER? HOW CAN YOU MAKE THE OFFERING AS COMPONENTS TO BE ADJUSTABLE AS NEEDED?

## PERSONALIZE

HOW MIGHT YOU PERSONALIZE THE OFFERING OR THE PACKAGE THE OFFERING IS TRANSPORTED IN? THINK BEYOND PUTTING THE CUSTOMER'S NAME ON THE OUTSIDE.

MAKING THE OFFERING CUSTOMIZED BY THE CUSTOMER PROVIDES A SENSE OF OWNERSHIP OF YOUR OFFERING. MAKING IT PERSONALIZED REINFORCES THAT OWNERSHIP AND SHOWS THAT YOU ACKNOWLEDGE EACH CUSTOMER INDIVIDUALLY.



If these worksheets and questions challenge how you think about your business and can help you to make your business more memorable and would like to explore more with your team or industry, then reach out and let's talk of how the ERY Method Un-Workshop can help.

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# WORKSHEET # 3