



The Dollars Are in the Details

The 3D Framework: Design, Delivery & Delight

Practical ideas to level up your business—one detail at a time. Use this guide to brainstorm with your team. For each section, find your business type and consider which details you could implement or improve.

1. DESIGN

How people visually and emotionally experience your brand — builds trust

Business Type	Detail Examples
Brick & Mortar	<ul style="list-style-type: none">· Professional signage that's easy to read from the street· Clean, intuitive store layout· Branded shopping bags or packaging· Business cards that don't look like a free template
Online Business	<ul style="list-style-type: none">· A homepage that loads fast and looks current· Email templates that match your brand· Consistent social media aesthetic· A professional-looking checkout page
Client-Facing Services	<ul style="list-style-type: none">· A welcoming waiting area· Staff in clean, branded uniforms· Appointment confirmation texts that look polished, not robotic· A "What to Expect" guide before their first visit
Consulting / Coaching	<ul style="list-style-type: none">· Beautifully formatted session materials or workbooks· Proposals that look as polished as a \$50K agency's· A branded client portal or resource hub· Professional Zoom background and lighting
B2B / Professional Services	<ul style="list-style-type: none">· Pitch decks that don't look like 2010· Reports and deliverables with consistent formatting· Invoices that are clear and branded· A well-designed case study or capability document

2. DELIVERY

How they experience working with you — builds loyalty

Business Type	Detail Examples
Brick & Mortar	<ul style="list-style-type: none"> · Multiple payment options (card, Apple Pay, Afterpay, not just one option) · A smooth checkout process, not a 5-minute ordeal · Clear return/exchange policy visible at the counter · Staff who can answer product questions confidently
Online Business	<ul style="list-style-type: none"> · An onboarding email sequence that actually helps them get started · A course platform that's easy to navigate (not a maze) · Progress emails that celebrate milestones · Quick response to support questions (hours, not days) · A billing name they'll recognize on their bank statement (no 'what is this charge?' moments)
Client-Facing Services	<ul style="list-style-type: none"> · “We’re on our way” texts with the technician’s name and photo · A post-appointment summary of what was done · Easy rebooking process · Clear communication if running late
Consulting / Coaching	<ul style="list-style-type: none"> · A detailed onboarding checklist with links, logins, and what happens in weeks 1-4 · Session recordings delivered within 24 hours · A mid-engagement check-in (“How’s this going for you?”) · Clear next steps after every interaction
B2B / Professional Services	<ul style="list-style-type: none"> · Regular project updates (not just when things go wrong) · A single point of contact who actually responds · Deliverables in the format they actually need · Meeting agendas sent in advance

3. DELIGHT

The unexpected moments that make them never want to leave — keeps them paying

Business Type	Detail Examples
Brick & Mortar	<ul style="list-style-type: none"> • Greeting customers by name and introducing them to other regulars • A “Client of the Month” feature celebrating their progress • Saying yes to a one-off discount request (it costs less than you think) • A handwritten thank-you note in their bag
Online Business	<ul style="list-style-type: none"> • An unexpected bonus resource or template mid-program • A personal video message congratulating a milestone • Featuring a client win in your community or newsletter • A surprise early access to new content • A free sample, a treat, small gift with every shipment (it costs little but feels like a lot)
Client-Facing Services	<ul style="list-style-type: none"> • Remembering details from their last visit (“How did your daughter’s recital go?”) • A small gift on their service anniversary • Following up a week later to see how they’re going • A referral thank-you that’s more than just a discount code
Consulting / Coaching	<ul style="list-style-type: none"> • A beautifully formatted session summary sent within 24 hours • Publicly celebrating their wins (with permission) • A “1 year working together” reflection note • Acknowledging when you’ve implemented their feedback



B2B / Professional Services	<ul style="list-style-type: none">· A proactive suggestion beyond the scope they're paying for· A handwritten note on a work anniversary or milestone· Introducing them to someone in your network who could help them· Sending a relevant article with a note: "Saw this and thought of your project"
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Your Next Step!

Pick ONE detail from each section that you could improve this month.

Small things matter. Care is a value, not a tactic.

From the keynote "The Dollars Are in the Details" by Nicole Baldino
<https://100mba.net/>