

SEPTEMBER BUSINESS BOOK STUDY

How Do We Build a Business That Makes People Feel Something?

A simple, self-paced study inspired by

Unreasonable Hospitality

by Will Guidara

Read a little. Notice more. Make one thoughtful change at a time.

Hosted by: Raquel Bachonski

Final gathering: Wednesday Sept. 30th

WELCOME

A simple way to read, reflect and grow

Every business makes people feel something. The question is whether we are creating that feeling intentionally.

Throughout September, we'll use Unreasonable Hospitality to look beyond what we sell and consider the experience we create. These ideas can apply to any kind of entrepreneur and to the customers, clients, patients, students, employees, collaborators or community members we serve.

This is not about adding more to your plate. Each week, simply read the assigned chapters, reflect on one question and try one small action in your business. There are no weekly meetings and nothing formal to turn in. We'll come together at the end of the month to share what we noticed, what we tried and what we want to carry forward.

THIS WEEK'S FOCUS How do we build a business that makes people feel something?

How to use this guide

- Read at your own pace during the week.
- Keep the weekly question in mind as you read.
- Try the small action when it fits your schedule.
- Jot down a few thoughts—no polished answers required.
- Bring one takeaway to our end-of-month conversation.

Keep it simple. The goal is not to transform your entire business in one month—it is to notice more and make one meaningful improvement.

WEEK ONE

September 1–7

What do I want people to feel?

THIS WEEK'S FOCUS What do I want people to feel?

READ

Introduction and Chapters 1–5

REFLECT

How do I want people to feel when they interact with my business? Choose three words.

TRY THIS

Experience one part of your business as if you were encountering it for the first time. Look at your website, social media, inquiry process, emails, booking process, physical space or packaging.

- What feels welcoming?
- What feels unclear?
- What could feel more thoughtful?

MAKE A NOTE

My three words—and one small improvement I can make:

WEEK TWO*September 8–14*

Where can I create a more meaningful experience?

THIS WEEK'S FOCUS Where can I create a more meaningful experience?**READ****Chapters 6–10****REFLECT***What makes the experience of my business different from others in my industry?***TRY THIS**

Choose one ordinary interaction and make it a little more personal or memorable. Keep it genuine and manageable.

- Offer a warmer welcome.
- Send a personal follow-up.
- Remember an important detail.
- Make one process easier.
- Recognize a meaningful milestone.

MAKE A NOTE

One ordinary moment I could make more meaningful:

WEEK THREE

September 15–21

How can I help someone feel seen?

THIS WEEK'S FOCUS How can I help someone feel seen?

READ

Chapters 11–15

REFLECT

What small detail might matter more to the people I serve than it does to me?

TRY THIS

Do one thoughtful thing for a customer, employee, collaborator or community member. It does not need to be expensive or elaborate. The goal is simply to make someone feel noticed, appreciated or understood.

MAKE A NOTE

What I tried—and what I noticed:

WEEK FOUR*September 22–30*

What feeling do I want my business to be known for?

THIS WEEK'S FOCUS What feeling do I want my business to be known for?

READ

Chapters 16–19 and the Epilogue

REFLECT

What lesson from this book could become a regular part of the way I do business?

TRY THIS

Choose one idea to continue beyond September. Turn it into a practice that feels realistic for you.

- A more thoughtful welcome or follow-up
- A better way to remember important details
- A plan for handling mistakes
- A signature touch associated with your business
- A clearer service standard

MAKE A NOTE

The practice I want to continue—and my first step:

END-OF-MONTH GATHERING

Let's relate it to our businesses

Come ready to share whatever felt most meaningful to you. There are no wrong answers, and no formal presentation is needed.

CONVERSATION STARTERS

- What idea from the book stayed with you?
- What did the book make you notice about your own business?
- Which idea felt especially relevant to your industry?
- What did you try during the month, and what happened?
- How can a business make people feel valued without overspending or overextending?
- What is one idea you want to carry forward?

MY 30-DAY COMMITMENT

For the next 30 days, I will:

People may discover your business because of what you offer—but they often return because of how you made them feel.