# Growth & Loyalty Booster

Turn happy clients into advocates. Drive repeat business and inbound referrals.

## 🎯 Overview

The Growth & Loyalty Booster focuses on what happens after the project ends—building systems to re-engage past clients, trigger referrals, and create ongoing advisory relationships that compound over time.

## 🧭 Scope of Work

1. Post-Engagement Strategy

* Design re-engagement and follow-up process
* Create advisory check-ins and health scores
* Identify points for upsell or support offers

1. Referral Program Design

* Build referral prompt and reward system
* Script referral asks and timing cues
* Align with key client moments

1. Relationship & Loyalty Content

* Build a light-touch nurture email sequence
* Segment clients for ongoing value-add touches
* Package thought leadership for past clients

## 📄 Deliverables

* Re-Engagement Playbook
* Referral Ask + Reward System
* Loyalty Nurture Sequence

## ⏱️ Level of Effort & Timeline

* 10–14 hours over 1–2 weeks

## 💡 Ideal For:

* Firms with satisfied clients but no structured re-engagement
* Leaders relying on referrals but not actively generating them
* Teams wanting to turn project success into long-term growth