

## Title:

10 Easy Ways To Keep Your Customers Coming Back - And Spending Money With You Forever!

## Word Count:

618

## Summary:

You want customer loyalty in your business. You want repeat business. How about making your customers into valued friends? Showing concern and empathy for their situation. The more your able to treat your customers as friends, the more business they will want to do with you. You'll watch your profits soar.

Let's go through 10 ways you can keep your customers coming back to you, time and time again. And you will no doubt make "friends" in the process.

1. Send Birthday Ca...

## Keywords:

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## Article Body:

You want customer loyalty in your business. You want repeat business. How about making your customers into valued friends? Showing concern and empathy for their situation. The more your able to treat your customers as friends, the more business they will want to do with you. You'll watch your profits soar.

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1. Send Birthday Cards

Do you like to be remembered on your birthday? How about doing something really easy and sending birthday cards to your customers. Could you send a little gift with it? What about a "special offer" coupon? Free tickets to an event.

Dear ,

There's something REALLY special happening this month on the 17th.

It's your Birthday!!

We wanted to be one of the first to wish you a HAPPY BIRTHDAY.

From the \_\_\_\_\_ at XYZ Company we wish you a Happy Birthday and would like to offer you this special gift we've been saving for this special occasion.

2. Make "How's thing's going" calls regularly

Section out 15 minutes a day to call your customers for no other reason then saying " Hi \_\_\_\_\_, I just called to see how things are going?"

Have you ever called your customers to do that? Watch your customers appreciate you thinking of them. It makes them feel that you do care. If you want to have more business, do this regularly.

3. Send out small bags of jelly beans or candies.

Could you include a bag of jelly beans, with a handwritten note on your next sale, with the note saying, " I thought you may like these, they are my favorites." Or a note saying "Here's something for you to enjoy" Watch their eyes light up.

4. Send unexpected gifts.

If you find an article, audiotape, or anything specific customers might be interested in, send it with a note saying " I thought you'd enjoy this. I just finished reading it and there are some interesting deas here. Also, if you educate your customers they will send you more business.

5. Send Holiday Cards.

What about sending a Holiday Card that is different then all the "others" your customers are getting? Make it UNIQUE.

6. Send Thank You notes.

Send Thank you notes for everything. Even when they pay their bills on time. What about thanking them for referring business, coming to see you. Whatever you want more of, reward. It works. Send a little note saying, "Hi \_\_\_\_\_, Thank you for paying your account so promptly"

7. Make Thank You calls

Now, you should started making Thank you calls, A variation from the letters.

Saying, "Hi \_\_\_\_\_, Just wanted to say Thank you for referring Mr. Smith to XYZ Co."

#### 8. Give your customers recognition

Can you put photo's of your customers in your business. How about a photo and a testimonial. They'll be flattered and you business will increase. People love recognition.

#### 9. Give your customer awards

Yes, you read that right. Have customers of the month. Send them a award certificate or even plaque.

Dear \_\_\_\_\_,

Just the other day I was going through my records and I realized that you are one of the top (10,20,50,) customers.

We really appreciate your business. That's why I want to send you this "Top Customer Certificate" that is enclosed.

XYZ Company looks forward to seeing you soon.

#### 10. Hold seminars, breakfasts, lunches.

If you want to give recognition to your customers and stay in touch, have monthly or quarterly functions for your customers. Have a speaker and an interesting topic.

Dear \_\_\_\_\_,

I would like to invite you to our "Special Customers" lunch.

It will be held at \_\_\_\_\_ on \_\_\_\_\_.

It's FREE

It's our way of saying Thank you. etc...