



GRATITUDE SHOW YOUR CLIENTS SOME LOVE

Is your business growth "meh"?
How much repeat business do
you attract? Do you regularly
receive referrals from
your clients?

You may need a little client love.

Actively investing in client love
makes your work easier – you
retain your current clients - and
even grow your opportunities
with them - reaping the rewards
of testimonials, recommendations,
and repeat business.

Client love is not only
about gifts. It's how you
make your clients FEEL.

Build #clientlove into your business

1. Make it personal

A great thank you should be meaningful to the receiver. Avoid a "one size fits all" approach with your giving and take into consideration your client's personal preferences and values.

2. Make it memorable

A great client thank you should also remind the receiver of YOU and your business as well as create a meaningful, positive connection with your organization. It doesn't have to be big or expensive - in this age of fast, digital communication, a handwritten note of thanks can go a long way.

3. Make it timely

Many organizations send gifts around the holidays. Stand out! Send your gifts at the end of a big project, on the anniversary of your business relationship or just out of the blue!

4. Avoid swag

Swag has its place in your marketing mix, but a stress ball emblazoned with your logo doesn't scream "I care about you," it says, "I care about me." If you use your logo, be subtle.

5. Be consistent

Client love may not take first place when you're facing a big deadline. But it's just as important to look out for future work as it is to complete current work. Build client love into your schedule and make it a priority.

**READY
FOR
MORE?**

Create a Client Love Campaign with Our Forté

Book a call with Ashlee now, and get started
developing your **customized client love campaign!**



The EDGE is thoughtfully designed to personalize business and create a thriving, sustainable culture through our four cornerstone pillars:

Engagement | Development | Gratitude | Experience