



# 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**