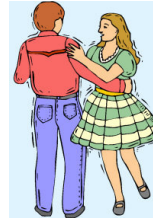


Use these Two Magic Words to keep clients returning

#1109

I recently learned a square dancing routine or 'call', named the Grand Square. This call involves each of the eight people forming the square to walk forward and backward to the beat of the music in a complex series of exactly 32 steps, all the while reconfiguring as individuals, joined as couples, and in groups of four. In order to accomplish this complicated system of movement, each person has to take initiative, pay attention to others' positions, cooperate, help each other, and work as a group.

At the end of the dance, they come together and thank each other for performing their part to achieve a successful outcome for everyone.



This reminds me of the complicated system of moving a new product to roll out, or launching a new marketing campaign or achieving a successful outcome with a client. You need to work with others in a sometimes lengthy and complicated manner for everyone to benefit. A thank you can strengthen your relationship as well as encourage another successful performance the next time.

But sometimes that big thank you gets lost in the shuffle and we miss the opportunity to experience one of the most satisfying ways to connect to another person.

So let's look at some ways to add more relationship-building thank yous to your workday.

Two words that add up to a whole lot more

When someone gives you a referral or refers someone to you, use a personal touch to show your appreciation.

Show them how much you value their time and effort in helping you build your business by writing a unique thank you note. You can send a hand-written thank you note. They will appreciate the extra time and effort you put into such a special, personalized response.

If writing a personal note just doesn't feel right, then follow up with a phone call. That warm feeling of appreciation they feel will motivate them to send even more referrals!

We all know it is more cost effective and timely to keep a customer than to find, build a relationship with, and turn a new prospect into a customer. But you'd never know it by all the marketing deals aimed solely at new clients, who, incidentally, haven't done a thing for you and may never do anything for you.

Instead of completely ignoring your established customers, why not offer loyalty perks? Discounts, free services, preferential treatment and bonuses feel more like a 'thank you, we appreciate your business' than being ignored any day! (Be sure to include a note of thanks on every invoice, too!)



Giving 'Thanks' is a win-win opportunity to connect in a positive and memorable way with your clients. When you say thanks, you're recognizing that someone has done something good for you.

You feel like more and more good things are happening to you every day and you actually cause more and more good things to happen to you, because your appreciation of others encourages them to keep doing those good things for you.

So essentially, you create your own upward spiral of good things happening, not only to you, but to everyone who knows you, too! (Wow, I'm really glad I met you!)

So thank you for reading this newsletter, and for keeping me in mind to write your web pages, catalog copy, brochures, blogs and other marketing material!

Gail

Customers who feel like numbers don't always feel like coming back.

GMA Writing Services has several new programs to partner with clients to build the kind of relationships that help your clients see your company as just what they need to succeed right now.

GMA Writing Services:

- can help you nurture solid, productive relationships with your clients
- provides customized content assessments and consultations to improve your marketing
- presents educational seminars designed to help you develop and reinforce your uniqueness in the marketplace and attract your ideal clients!

Sound interesting? Drop me a line and let me know what I can do to help you.

GMA Writing Services can help you create relationship-building communications to make connections with your clients that get the response you want!

Let's start a conversation now at 508.936.0521. Or drop me a line at gail@gmawriting.com.