

MAKE YOUR CLIENTS *Love You*



Textbook

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Introduction

In this textbook, we will cover ways to make your clients love you. Everyone wants clients who love you and will never leave for any reason. Happy clients are loyal clients. Loyal clients who reach that ultimate level of success that you offer will become your loudest cheerleaders and affiliates.

This does not happen overnight and is a fluid process that you build over time and with their success. They need to 'know-like-trust' you before they buy into your programs and products. You need to work on building that relationship, so they continue to trust you.

You can craft the ideas in this textbook any way you want to fit in your own client base. Implement the tips to not just win them over the 'know-like-trust' hurdle but make the fall in love with you.

Building relationships and using relationship marketing comes down to how you treat your social media followers or winning over new clients. When you do get a new client, the relationship building continues.

Relationships take time, with give and take on both sides. You are helping your clients grow by offering them advice and giving them exercises and homework to complete. In return, your clients are paying you for your expertise and in that process, helping you grow your business.

The primary objective of relationship marketing is to build a loyal client or customer base. Giving your all to your clients helps to grow that loyalty

while building trust. Loyal clients will remain with you as long as possible which cuts down on the number of clients you need to attract.

Marketing your business never ends, so these loyal clients can also assist you in your marketing efforts to win new clients. If happy clients tell their friends about you, you have an opportunity to gain clients from those prospects. Happy clients are also willing to write testimonials and may be willing to collaborate on a joint venture project.

Another benefit to having loyal clients who love you is they will continue to purchase everything you offer. They've already tested the waters with you, you over-delivered and they are hooked for life. BUT you must continually provide outstanding help and service.

Relationship marketing is vital to your business' success!

How do you get this high level of trust and love? It's not something that just happens overnight. It takes consistency and planning with a genuine desire to help your clients. If you see clients as dollar signs, your business will not grow and be sustainable as you desire.

Put emotion into your communications, protect your clients as you would protect your friendly, insist in giving only the best to your clients and that will build that trusting relationship.

Shower Them with Genuine Praise

No one wants to be taken for granted, especially your clients. If your clients do not feel a connection with you or your communications, you may very well lose that client. No one is irreplaceable so make every effort to keep your clients happy and successful.

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- Be generous with thanks, even if it is a simple 'Thank you for your continued business printed on your invoices. If they offer constructive criticism of how something needs to be improved or changed, thank them for the time they took to discuss the issue with them. Then, make any necessary adjustments when working with them.
- Celebrate your client when they have made real progress and always thank them for being diligent, hardworking, patient, and sticking to the program or process. Not every client will participate in the program as you designed it. Praise those clients that work hard and validate the work they have done. Simple words can mean so much, especially when it seems that the hard work isn't paying off fast enough.
- Be generous with praising your clients, such as reaching a milestone in their business. When they expand their business, publish a book or reach a new level in revenue, celebrate those thing with them. It could be a public acknowledgement on social media or a more personal note or phone call, your clients will appreciate your thoughts and best wishes, especially if your helped them reach those goals. Keep in mind that TOO much praise may lead to suspicion, so praise them but not so much that they think you want something more from them in return.
- Consider closing your coaching sessions with appreciative comments, such as 'I'm so impressed by the way you handled XYZ'. Most people love validation that they're headed in the right direction or that they handled a problem well. Sometimes in the midst of the problem, it's tough to know if you really made the right decision or not. Hearing validation from an objective party who has their best interests at heart will help build that relationship. Ending on a positive note will set the tone for the rest of their workday, especially if they were negative in the beginning of your coaching session.

IMPORTANT NOTE: Always be authentic with your clients. Be truthful with your praise and validation instead of feeding them untruths simply because you want them to feel better. Or, even worse, to make YOU look better in their eyes. Your clients hired you for your expertise, your ability to guide them and your honesty. Not being authentic only delays your clients' growth and success while most certainly hurting your reputation. Lying to your

clients to make them feel good or to make them like or trust you will hurt you – and them – in the end. Just don't do it.

Stick to business-related praise instead of personal praise for how they look or what they're wearing. Personal appearance compliments are nice coming from a friend or family member but not coming from a coach or business associate.

Keep Tabs on Their Details

Take interest in their lives and their family and keep note of the details of their birthdays, kids' names, and travel plans in your conversations.

Some clients may prefer to be more private about their personal lives, which is definitely understandable. If a client has been ill, simply asking them 'How are you feeling after that stomach bug?' shows them that you pay attention to them outside of just business.

For the clients who do not share much information, it's even more important to pay attention to the milestones they reach with you. Make note of their book launch party so you can attend or send a celebration gift. Document their business anniversary so you can celebrate that milestone with them. The littlest of things can mean the world to someone, so don't hold back acknowledging celebrating their special events.

Paying attention to the details shows that you have genuine interest in their life as a friend, not just as a coach, and it also shows that they are not just a means of making money from them. You know them, you value them, and you are interested in their lives. These small acts of kindness add up.

If you think it is overstepping the coach/client boundaries, look at it from their point of view. What if your client asked you how you enjoyed your

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vacation or sent you flowers when you had a baby? Chances are that you would feel appreciated and perhaps surprised that they remembered that detail. Clients are people too! They would appreciate a small gift or that you remembered their child's birthday.

In return, let them get to know a little more about you too. Only share what you are comfortable in sharing, such as what you are watching, reading or planning. Talk about your anniversary trip you are planning or another special trip you are taking.

This process about knowing the details require you to be highly organized. Here are some tips to help you keep up with everything.

- Use a CRM (Customer Relationship Management) to track all of your client data as well as note about your interactions prospect meetings, customer service and coaching notes. CRM systems also automate areas of your business, such as marketing, sales tracking, customer service and support.
- Automate client communications that will increase your business productivity and allow for keeping email lists and other data to help you easily find and know about client milestones.
- Use a simple spreadsheet. Your VA can set up multiple columns for all of the information you want to track. At the beginning of each month, the spreadsheet can be sorted so you know the upcoming things coming up for your clients.

The important thing is to use a system that works for you, even if that means creating your own, unique system. Showing kindness to your clients add a personal, friendly touch to your business relationship that will make a positive impact.

Show You Care with a Gift

Surprise your client with a thoughtful gift they are not expecting. It does not have to be an expensive gift, just make sure it is something that they will get in the mail. A handwritten card, a journal, a picture frame or a book. In the digital world we live in, something physically received in the mail is special.

Here are some popular gift ideas for clients:

- A welcome gift for new clients. When a prospect accepts your proposal and officially becomes a client, send a 'Welcome to the Family' gift. Gifts such as a personalized journal, brownies or cupcakes will signify to your new client that you are looking forward to working together and want a positive experience. Adding a personal note makes your client feel welcome and that they made the right decision to work with you. In fact, couple the gift with a Welcome Kit, which includes a welcome letter, your bio, how your business works and what to expect as well as your business hours, your policies and procedures and other services or products you offer. Never forget to include your contact information and close with how much you are looking forward to helping them reach their goals.
- Holidays. Your gift can be a simple Happy Holidays/Happy New Year card. Of course, you can expand your budget to send a traditional gift basket. Be creative, especially if you know some of their favorite things. For example, if a client loves to play golf, send them a set of personalized golf balls with their initials. Or if a client loves to cook, look for gifts around cooking.
- Flowers for any occasion. Birthdays, anniversaries, new baby, holidays...pretty much any occasion is suitable for sending a beautiful Bouquet of flowers.

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- Send them a copy of your newest book. Consider this a thank you gift for putting their trust in you. Include a handwritten, personal note and maybe indicate a chapter or section that is relevant to that clients' goals. A printed book elevates your credibility as an expert.
- Choose branded gifts that remind your clients of YOU. No matter the gift or occasion, you can get your logo or brand colors on almost anything. Search out local promo gift vendors or search online for items that can be personalized.

If you don't want to use your branding, you can select gifts that reflect you or your business. For example, if you believe journaling is a good thing to do in your client work, send a unique journal. Amazon offers thousands of journals from paper notebook-style with fun sayings, or formal leather-bound journals. Even if your logo isn't on it, they will remember that it was you that sent it.

- Offer a discount on one of your other programs or products. This should be done cautiously. You don't want your client to feel like you are just wanting them to spend more money. If you have another program that will be a benefit to them, offer it at a discount.

If you are concerned about the expense of sending out gifts throughout the year, do some research and set your priorities. If your budget can only afford birthday cards, start there. You can add holiday or milestone gifts as your budget allows. Remember, a little thoughtful 'something' goes a long way in building your client relationship.

Make Them Feel Valued

Some coaches believe their role in the coach/client relationship is to make an action plan for each client. In return, the client follows that plan and lets you know about their progress. They share with you their successes,

challenges or failures. The more involved a client is in creating their own action plan, the more excited they will be to implement it so include them in the planning phase.

- Ask for their input. Keep the questions open ended so your client feels free to express their own dreams for their business.
- Really listen to what they are saying. Practice good listening skills. Repeat back to them what they say to make sure you understand what their thoughts and process may be. Don't risk your credibility by not asking for details if you are not sure what they are saying. Simply ask and repeat it back.
- Ask about their goals. Offer advice, as needed, especially if their goals are unreasonable. Guide them through the SMART goal-setting (Specific, Measurable, Attainable, Relevant, Timely).
- Send a summary email immediately following a session. Use notes or bullet points about what was discussed and your clients' next steps. This shows you were listening AND proves you have a genuine interest in keeping your client on track and want them to succeed.

As your client is working through their goals and action plan, ask for their feedback on a regular basis. Ask if their goals have changed or if they are feeling specific challenges in any particular area. Not only does this show you care about their progress, but it also shows that you value their input. This is THEIR plan therefore it makes sense they should control what's in the plan.

If your client feels changes should be made at any point along the way, implement those changes immediately and address any challenges they foresee. Listening to their opinions only helps if you adjust for those changes. If not, you're doing more harm than good by pretending to listen and pretending to have your client's best interests in mind.

An easy way to make your clients feel valued is to offer a free upgrade in their service. Maybe this means extra contact with you or access to your VA to work on some of their tasks for a limited amount of time. No matter what your upgrade, save it for your **Most Valuable Clients** so you don't get overwhelmed.

Your clients want to feel respected and not feel like they're just a dollar sign for you, so find ways to interact with them. Social media is the easiest option, either with direct posts or with interactions within groups. No one must know about your working relationship unless your client indicates it's ok to share that you are their coach. Always clarify how your client wants that handled. You can still build your relationship without being public about it.

Your clients will also feel valued if you find a way to visit THEIR business. Don't fake having an interest and don't make a purchase unless it's something you truly need. Being authentic will increase your trust factor and credibility but you might just find a new favorite item if you make that initial purchase.

Remember that your clients are people and sometimes they will experience difficult situations, such as traumas, illnesses, or losses. It's easy to give support during happy times but during those difficult times, your support is even more important. Whether that support is a phone call, or an email, your kindness will be remembered.

Go the Extra Mile with a Recorded Message

"A recorded message?" Isn't that a lot more work than typing out a quick email?

Honestly, it's no more work than typing a text or email but let's explore the reasons **WHY** you should incorporate recorded messages into your business model:

- **Your emails or texts might get overlooked in their inbox.**
Between email marketing messages, spam messages, and being on every retail shopping site's list, your message has a good chance of getting lost in your client's inbox. Recorded messages stand out and grab their attention.
- **Recorded messages are more personal than email marketing.**
Hearing a warm and familiar voice often yields action versus just reading a call to action in your emails. Of course, there's an important place for email marketing in your business model, but when it comes to reaching out to CLIENTS, the more personal your message, the better.
- **Social media messages are more noticeable. LinkedIn and Facebook Messenger allow recorded messages and** clients who use those platforms will notice immediately that they have a new message. Plus, not everyone is using social media messages to stay in touch. With the ability to send a voice recording or video through these platforms, you'll increase curiosity and engagement.
- **Recorded messages often get a quicker response.** Unlike emails or texts which can be instantly deleted or ignored, messages sent via Facebook or LinkedIn aren't competing with dozens of other messages. Less distraction equals more focused attention on your message.

Video messages are especially helpful when you need to demonstrate something. Whether it's a client or a team member that needs help with a process or a software, record a simple video so they can see what you're doing. So often it's difficult to picture the exact steps to do something, so a video is a great help. Likewise, sometimes describing what you need changed or don't like on a project is more difficult than just showing it on video.

When it comes to which TOOLS you need to record these messages, start off as simple as possible until you get into the habit of recording. If you have a smartphone, you have a way to record messages.

Use your phone's built-in audio or video recorder and then share the message with your clients on your contact list. This option is best if you want to record one video or audio message but want to send it multiple recipients. For audio messages, make sure to record in a quiet place so your client will hear YOU instead of the wind, air conditioning, fans, or lawn mowers. For video recordings, choose a beautiful background and enough light so your face isn't hidden in shadows. Remember to keep these recorded messages short and on point.

Another option for sending recorded voice messages is with the [Voxer app](#). Voxer is a walkie-talkie style app which allows you to record messages to a specific person on your contact list. The beauty is these are meant to be short and sweet messages whereas sometimes with emails you can get lost in a tangent, which turns into a rambling email.

Voice messages are also nice because you can hear the person's inflection and tone of voice whereas you can't with emails, which can lead to misunderstandings if you think the sender is angry or upset. These short messages also cut down on the "small talk" factor which can often eat up a large chunk of a phone call. You can still inquire about something personal but the Voxer messages are more focused and concise.

Use Voxer to send encouraging messages every Monday to start the week or to allow your clients to ask quick questions in between coaching sessions. Send words of encouragement on the day of a big presentation or to confirm coaching appointments. Allow your teammates to ask questions that need an immediate answer. Once you find your ideal way to use this app, you'll feel lost without it and your clients will appreciate the extra encouragement.

One note: To use Voxer, both you and your client will need to install it on your phones. But that should be an easy sell to your clients as there's a free option that satisfies most of your basic needs.

To film simple videos, use your phone's recording device then just share the video via text, Messenger, or Dropbox. You'll find several hundred other video apps available for both iPhone and Android suitable for a wide range of newbies straight through to professional videographers. The best tool to choose will depend on how often you plan on shooting video and how experienced you are with video and technical jargon.

Embrace Team Spirit!

In your coaching role, you get the front seat to watch your client's journey toward success and you also get to be their biggest cheerleader. Sometimes we just need a cheerleader and to know someone is rooting for us to be successful. Encouraging a sense of team spirit really speaks highly of the business atmosphere of your company. If you have a single VA on your team, the team spirit mentality will help improve productivity, increase respect among all the team members, and your team will be proud to represent you.

When you add a client into the team spirit mix, they will notice the overall cheerfulness among your teammates and how easily everyone seems to work together. This atmosphere not only encourages trust that your team can get things done but it will give your clients a sense of calm and trust, knowing that you run a well-oiled machine (aka your team) and they won't have anything to worry about.

Of course, YOU are not doing your clients' work. You're simply navigating the waters, so your client has a clear path to their goals. But you can still consider yourself a team by asking for their input about topics to discuss and

showing that you care about the success of their business just as much as they do.

How does team spirit improve productivity?

- If you have happy team members, they will be more outspoken in meetings and more willing to go “above and beyond” when there are problems that need solving. Your team members know that you are there to support them and are understanding when team members encounter personal problems.
- The same is true with clients. They will be more willing and excited to do the work outlined in your session if they know you are expecting progress. You are their accountability partner and their cheerleader.

How do you instill team spirit?

- Hiring team members who already understand what it’s like to work on a team is often the easiest way to approach team spirit. Those with strong work ethics and who strive to make your clients happy won’t need to learn team spirit. It’s already an innate part of their personality.
- Sometimes you’ll need to be a mentor to younger or newer team members about how to handle client requests or about what kind of expectations you hold for your team. Don’t assume people know your expectations. Explain clearly during the hiring process and judge if they’re up to the challenge.
- Transfer this same advice to your clients. Some will be real go-getters while others may need more hand holding. These hand-holders may need more mentoring from you at first but also clarify your expectations. That you are there to guide them and advise them, NOT to do the work for them.
- Other ways to create team spirit with your clients include using “we” statements instead of “you or I” statements. In the world of interpersonal communication, “you” statements automatically assign

responsibility to that person and often puts people on the defensive. So often “you” statements are used when something is wrong.

Here’s an example: “Why are you late with the report?” makes people feel guilty and defensive whereas when put another way, “We really need to get that report done, how can I help?” gets across the same message without placing blame on the other person. In fact, asking how you can help relieves some of the pressure and opens a line of communication.

Don’t risk open communication with your clients just to incorporate more “we” statements. Authenticity is most important for building trust along with clear communication about goals and how to make those goals a reality. Just keep in mind – and put into practice with your own team members first – how “you” statements can change the mood if used too frequently.

Another way to foster that team spirit is by talking about shared goals. You’ve already done this in your initial consultation when you formulated your client’s action plan, but it never hurts to revisit those goals periodically. Incorporate goal-tracking into your sessions – or at least one session each month – so your client can stay on track. Turn that goal tracking into a visual representation, such as an online calendar or checklist, if that will spur more action.

Lastly, to get YOU more motivated about your client sessions, remember that the success of your clients shines brightly on your business. The more success they achieve, the more they can give shout outs to you and your brilliance. They will also be more likely to give testimonials to use on your website, landing pages, and on social media. As their coach, you’re in it together with your clients, through thick and thin.

Another way to instill team spirit is to value every team member and pay them accordingly. Undercutting your team’s wages puts a damper on their attitudes and devalues the programs you offer. Price your services, products, NAMS, Inc. [MyNAMS Insiders Club](#)

and programs competitively based on your level of experience and how much you're offering to your clients, then you'll be able to pay your team mates a competitive wage.

Competitive wages also instill loyalty with team members who WANT to stay on the team, instead of feeling like they need to find another place to work because they need to earn more.

When it comes to your clients, they want to know that you're not ripping them off, so a competitive price is necessary. You may need to convince some clients that you're worth a higher price than some other coaches but if you deliver on your promises and showcase your expertise for each client, they should be happy with choosing you to be their coach.

Also be careful with offering discounts on your services or products. Reserve that for select clients or very infrequent sales. Don't make a standard practice of discounting because prospects will start to wonder why you're devaluing your business.

Be a Connector

Relationship marketing is all about connecting – with new clients, customers, social media followers, and so on. But you can also help your clients build a better business by being a connector, by offering referrals to other businesses, programs, or tools that will help them grow.

Be generous and use your connections on behalf of your clients. Make introductions, recommend them to colleagues, do what you can to leverage your network FOR them. A lot of coaches just tell people what to do but don't actually help them to open doors and make things happen. If you're willing to share your network, that would be a HUGE benefit that will make people love you.

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Why is it good to share your network? Primarily it's a common courtesy for which people will remember you. For example, in the course of a coaching call, your client may mention details about their perfect referral or that they'd like to get an introduction to someone at a specific company. If you know someone who fits the criteria of their perfect referral, you can certainly offer to make an introduction. Or if you know someone who works at the specific company mentioned, you can also make that introduction and have your client work their way up to their desired contact by networking within the company.

This is networking at its finest. Helping others connect and share their opportunities. You should keep the best interests of your network in mind as well. Your contacts don't want to be bombarded with emails or calls from every one of your clients or social followers. Or if you're not quite sure of your client's intentions, don't just jump in and offer up names and numbers. Whoever you refer to these contacts is a direct reflection on you so choose carefully who you introduce to each other.

Before you can connect others, you need to know networking best practices for yourself. A refresher course never hurts!

- **Make friends, not contacts.** Let your genuine curiosity about someone be the impetus for starting a conversation instead of how you can sell to them.
- **Friends do business with friends.** Developing your relationship allows you to learn more about this "contact" as a person and to naturally learn more about their business. If you consider this contact a friend, you're more likely to introduce them to other contacts or to make a purchase from them. It's all part of the "know, like, and trust" factor.
- **Learn to listen.** This is often a lost art, especially in the busy world of social media. If you can listen to what your followers really need, then you can follow through and create a class, product, or program that fills that need...all because you listened to what they had to say.

Likewise, if you listen carefully to client/customer feedback and make positive changes based on that feedback, your clients will remember that.

- **Be bold and tell your story.** Don't fall into the trap of sounding like everyone else or having the same website as everyone in your industry. Tell your story. Toot your own horn so people see the real you and understand how you reached your success. Your tribe wants to learn from you and your stamina and determination may just win over a client or two who can relate to your story.
- **Don't be a pitch machine.** No one wants to hear a hard sell every time they see you at an event or read one of your social media posts. Absolutely tell people what do you. Promote new products or programs. Celebrate big milestones. Share bits of yourself, either your private life or advice to future clients. Talk about changes in your industry or simply offer inspiration to your ideal clients. Have conversations instead of constantly pitching and hoping to gain new clients.
- **Never spam people - ask for introductions instead.** You'll only earn a spammer's reputation if you constantly direct message or email people with whom you have no relationship. Instead of scouting your friends' contacts on LinkedIn, have conversations and ASK for an introduction to a specific person or to someone in the company you're trying to reach.
- **Ask yourself, "How can I help this person?"** This tip goes hand in hand with the no pitch machine tip. You want to earn a reputation as someone who helps others, not as someone who only sees dollar signs at networking events. Share free advice online, in your email newsletters, and in social groups. Begin your speaking career by speaking at local business events where you can share more advice. The more you share without asking for money, the more memorable you'll become.

- **Know your audience.** If you don't know who your ideal client is, it's tough to connect with them and offer them what they want. Do your market research so you use your time wisely by connecting with the right people.
- **Choose your social networks wisely.** You really don't need to be on every single social network created. Find the networks most used by your target market and learn how to use those few platforms.
- **Have a plan and goals for posting.** Random posts just take up space. That may be fine if you're using social media strictly for personal reasons but if you're seriously looking to network online, you must have a plan. Otherwise you'll be spinning on the never-ending hamster wheel, making zero progress.

Use these best practices in your own marketing efforts so you can better advise your clients how to network properly online, without annoying their followers and prospects.

Choose the ideas which seem most natural and remember that this is a marathon, not a sprint. There's no award for implementing every single tip nor is there a deadline for putting each one into place. Start with the ones which make the most sense and expand from there.