

MAKE YOUR CLIENTS
Love You



Idea Generator

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What type of client do you want? Clients that keep using your services or clients who LOVE you, keep using your services, are ready to buy anything new that you produce, AND will tell everyone about you.

How do you make that happen? Check out these ideas and use the ones that fit your business and clients.

Conduct Your Business with Honesty and Integrity

While this should be common sense in running your business, some people will try to cut corners, cover up mistakes, and outright steal ideas from others.

If you don't know the response to something, either research the answer or simply admit that you don't know but will do your best to find the answer. If you undercharged a client, find a way to have a conversation to resolve it. Or compromise on how to solve the problem by sending a higher invoice to the client out of nowhere.

Have you ever been tempted to lie to a client? Feel like it was not a big lie or a big deal? That's a problem! A HUGE problem! The client will most likely find out the truth, which will not only lose that client but put your reputation at risk. Considering what is at stake, you should realize a lie to the client just to cover your mistake is not worth it.

Admit Your Mistakes

When you have a service-based business, open communication is a must from each direction. Of course, you want to operate smoothly and error-free; however, things happen.

Remember, Honesty is the best policy.

Admitting mistakes shows your integrity and will build more trust between you and your client. Of course, depending on the error, you could risk angering your client and potentially losing that client. However, you will gain respect and maintain your reputation as operating with honesty and integrity.

Answer Your Phone When a Client Calls

How did you feel the last time you called a customer support number only to have to navigate through endless menus and placed on hold? Were you frustrated?

Well, how do your clients feel when they cannot get you on the phone? Set boundaries in terms of how you will communicate via phone and email, as well as when they can expect to get you. If you have a VA, you can delegate that task to her. Make sure you respond to them promptly.

Be Proactive

Your clients will love you when you don't wait for them to ask a question and provide a valuable resource to them. Make suggestions, find solutions, or take action on something your client needs before they ask you about it. It shows the client that you genuinely care for their well-being.

Think one or two steps ahead of them and determine the best solution for them as the program is in progress. Your client still has to complete work actively, but how excellent if you surprise them with new ideas. The client will know that you care and have their best interest in mind.

CAUTION: Don't overwhelm them with too many ideas at once. While some people work great under pressure or work on multiple projects at once can cause a person to shut down in overwhelm.

Do what is best for your client. If needed, hold back on new ideas until the client is ready for them.

Show Your Enthusiasm about Their Success

When you talk to your clients, show your excitement and commitment to their progress. Be their cheerleader as they are going through a challenging time. They need that from you when they step out of their comfort zone.

You are their guide and cheerleader.

Your experience and ideas will help their business grow. Their success directly reflects on your guidance and teaching. When you are excited, they get excited.

Consider sending them a recorded motivational message once a week. Send an inspirational eCard or a handwritten note of encouragement. These small acts of kindness matter and shows the client you care.

Beat the Deadlines and Overdeliver

When you promise a client anything, such as a report or copy of their action plans and goals, push the deadline a little farther out. One of two things will happen. You will be able to deliver ahead of schedule if all items on your list go well. OR if you have something unexpected and crazy happens, you can still make the promised delivery date. Padding your delivery dates is a smart technique.

Hand in hand with meeting deadlines is overdelivering on your promises. If the client is expecting one plan from you for a social media campaign, give them three variations. However, don't overwhelm the client with too many options. Plus, this is a great way to show off your expertise.

Be There in Moments of High Stress

Consider if your client's stress and panic are reasonable and be prepared to have a backup plan. If it can wait until the next day, then attack the problem then. However, if it is a legit time of panic, consider jumping in to save the

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day. Not at the expense of missing your daughter's wedding, but rather changing dinner plans to help your client.

Respect You Clients' Busy Days

Pay attention to your clients' schedules. For instance, if their busiest days are Monday, you shouldn't have Mondays' as a deadline date for your work assignments. It relieves stress on both sides.

During your onboarding process session, work out the best times to get in touch with each other. Take this time to share vacation and business travel on the calendar. Respect their schedule, and they will respect yours.

Prepare for Each Coaching Session

You expect your clients to prepare for your coaching session. They expect the same from you. Review the onboarding info and or notes from the previous session.

Are you expected to share a strategy or other project for the meeting? Make sure it is complete and detailed, as promised.

Plan time following the session to create a summary. Document the details of what YOU have to complete by the meeting. When you don't follow through with your assignments, it does not give your clients confidence in you as a coach.

Create a documented plan of action for each coaching session. Have an idea in place instead of asking the client, 'What do you want to talk about today'?

Ask your client for input about the session. Be prepared if something arises that you need to fill in the gaps from week to week. If you are unprepared, you risk losing that client.

Treat ALL Your Clients as VIPs

Regardless of the different levels of coaching you offer, all of your clients are paying you and deserve your attention. Keep them informed if a team member will handle specific tasks like scheduling, emailing you information, etc.

Even the smallest of businesses need your help and deserve your full attention. Don't lose sight that the client has paid you for specific services, and you need to treat everyone like a VIP.

Ask for Feedback

Always seek to meet or exceed client expectations. Requesting feedback is a smart decision. Find out how they feel about their experience, your products, or about what they think is missing or can be better. If you don't stay in touch with what your clients want or need, they will eventually seek out someone who can meet their needs. Paying attention to marketing trends is one way to be prepared for your clients.

You can make this conversation during your coaching session or offer an anonymous survey option with a few questions. Make it easy and straightforward for the client to do.

The key is to accept negative feedback without taking it personally. Everyone can improve on something, so simply listen (or read survey results), take notes, and make changes as necessary.

Put Equal Effort into Keeping Your Clients and as You Put into Getting New Clients

As a business owner, you may consider obtaining new clients as a creative challenge.

You may ask yourself any of these questions:

- How can I attract their attention?

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- What can I offer them?
- What will social media posts get them engaged?
- How can I get them to know-like-trust me?

Signing a new client is just the beginning of building a relationship with them. You need a plan that makes them want to stay with you. Never take advantage of their trust and fail to deliver what you promise.

Brainstorm ideas of what would appeal to you if the roles reversed. How would you like to be treated as a client? Add to your brainstorming list and keep adding to it as you think of something new to try.

Make Your Client's Life Easier

Create processes with as few clicks or options as possible. This technique alone reduces their time and frustration levels. Fewer client complaints and reduced errors make everyone happy.

Select a shopping cart system/payment processor that allows recurring payments or subscription payments, so your clients don't have to worry about physically logging in anywhere to pay you.

Reward Loyalty

Think about how good it feels when you get a surprise. Reward your long-time clients. Clients who have been with you a while, or purchase every product you've produced with a special discount or gift in the mail.

Amazon makes it easy to send gifts that can be delivered right to your clients' door, or perhaps an electronic gift card is always a fun surprise 😊

If you give them a discount or a gift as saying 'Thank you,' this is not a tactic to get them to spend more money. Consider implementing a loyalty program, such as 'Buy 10 Sessions and get a Bonus Session'. As long as your customer service remains top-notch, you will retain your clients indefinitely.

Work Quickly and Fairly to Resolve Problems

No business is exempt from having an unexpected problem come up. It's how you handle the issue that will set you apart from your competitors and will always result in happy clients.

When you get a client complaint, ask questions. Investigate on your end to find out what happened, who was responsible, and how to avoid it. Your team will appreciate you for not throwing them under the bus to preserve the client relationship. Your client will be delighted how quickly you investigated the problem – a win, win, win for everyone.

You cannot predict if or when a problem will cause a client to leave your service, so prepare for that eventuality. If you approach the issue reasonably and look honestly on both sides, at least you know that you have done everything possible to repair the relationship.

Never Assume

It is so important never to assume anything. If your client is telling you they are meeting their goals, never assume there is only one way for them to reach those goals. Bring clients into the mix when it comes to creating action plans and next steps.

Considering creating products for your customer base? Conduct market research before you begins the creation process. Never assume what your customers want by asking them first and doing some proper market research.

Stay Connected

It is best to organize your customer right from the beginning. As your business grows, this will make a huge difference by being organized, to include segmenting them into categories and send a minimum of monthly news updates about what you're doing, what's new in your business, shout outs about clients and just to overall nurture them.

It is essential to be connected with your customer base because if, for some reason, a customer has completed all of your programs, then leaves you to want to keep them up to date on NEW products and programs you create and offer.

Since they have already purchased from you, they are familiar with your style and products. Keeping your name fresh on their minds until you do have something new to offer them will result in more sales.

Always Add Value

Stop thinking as a marketer and start thinking like someone who simply wants to help others. You must connect with your customers on an emotional level. Listen to what they want and how to deliver what they need. Direct them to resources they need before they ask. They will be your biggest fans.

For your social media followers who are still in the 'getting to know you' space, you can benefit from blog posts and other types of content. Offer exceptional added value to readers for free. Create paid products that expand upon that free information. Your paid clients and social media followers will appreciate how much you share, which will endear you to them.

Send Your Clients Referrals

As you are always looking for clients and customers, so are your clients and customers. Networking is a two-way street. When you give your client referrals, they are likely to do the same for you. People prefer hearing about exceptional service and products via a mutual connector.

The best referrals are those who call into your client's 'ideal client' group. Giving shout outs on social media is nice, but it may not lead to dozens of new clients. Targeting your network and sending referrals ONLY for *those* clients will yield much greater success.

Client Features and Shout Outs

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Who doesn't enjoy a little publicity? One way you can make your clients feel valued and vital is by putting them in the spotlight. Get a headshot along with a short description of their company or services that can benefit you in the way of perhaps new 'likes' and maybe an inquiry or two about you and your offerings.

As part of your onboarding process, always ask for permission to put them in the spotlight. Not everyone readily admits working with a coach and prefer privacy, so be sure you ask permission before you to it. On the other hand, you will have people who will jump at the opportunity.

Just remember to get permission first.