

100 Days to Build a Customer Relationship that Lasts a Lifetime

10 Point Checklist

Joey Coleman

Want to gain as much knowledge as possible out of The Optimized Geek? Read on below for a **10 point checklist** that gives the next, real steps you can take for introducing these insights and optimizing your life.

The **OPTIMIZED GEEK** 

HOSTED BY **STEPHAN SPENCER**



"Customers who have an incredible relationship with you bring along their friends and colleagues."

JOEY COLEMAN

10 STEPS YOU CAN TAKE TODAY

**Want to take charge of your health, wellness, and success?
Here are 10 steps that can move you closer to your goals – today.**

- Make sure my customers aren't intimidated. Hold their hands as they familiarize themselves with my product or service.
- Build a strong foundation and relationship with my customers the moment they buy my product or service.
- Prepare a warm welcome for newcomers to make them feel appreciated. Some companies say thanks in the form of a welcome video, bonus or surprise.
- Focus on regular one-on-one consultations with my most valuable clients. This is an effective way to communicate with them and make sure they are happy with my service.
- Be more personal when it comes to giving gifts to my clients. Read [Giftology: The Art and Science of Using Gifts to Cut Through the Noise, Increase Referrals, and Strengthen Retention](#) by John Ruhlin for more tips.
- Create a mini-course or challenge to keep my clients excited throughout their patronage.
- Connect with my customers on a personal level before having invoice-based conversations. Refrain from having financial conversations right after purchases are made.
- Make my customers feel supported. Let them know they can always contact me or my company through help centers, support groups, or other quick response methods.
- Encourage my existing clients to refer my business. Be loyal to them and offer them a commission on referral sales.
- Pre-order a copy of Joey Coleman's book, [Never Lose A Customer Again](#), to learn more about how to turn a one time purchase into a lifelong customer.