



The 12 Key Ways to Inspire Loyalty from Your Clients

Stop Churn and Spread Your Reputation.
Are you doing them?

J a c k i e L a p i n



So let's say you've been building a business for a few years, but it just doesn't seem to grow...you gain clients and you lose them. That's called churn. It's like having a leaky sink. No matter how much water you put in, it never seems to fill up.

Wouldn't it be great to see your client list and your revenue continue to grow and build on itself? To do that, you have to inspire loyalty within your clients...give them a reason to stay around, to get excited about what could be next around the corner! They perceive the value of sticking around, and they are passionate about following you as a leader.

If you can create this kind of loyalty with nearly all who venture into your client list, think what you could accomplish! You'd be working less and earning more! Happy clients will spread the word for you! Your client list will continue to inch up or grow at a good pace, without that darned leak!

And while you must clearly be providing value to your clients or you wouldn't have a business, there are certain factors that will stimulate that loyalty quotient to go sky high. The real question is ARE YOU DOING THEM?



So here are the 12 Key Ways to Inspire Loyalty from Your Clients, Stop Churn and Spread Your Reputation!

1.) **Over-Deliver!** There is nothing more loyalty-solidifying than exceeding the expectations of your clients by giving them more than you promised! What additional value can you bring to the table that shows you are determined to help them succeed!

2.) **Keep it Fresh!** If you don't continue to offer new stimulation of some type, they will drift away. Get on top of trends, offer new webinars, do Facebook lives to your private client FB group, produce extra handouts, alert them to news in their industry, introduce them to other experts, fill your emailed newsletter with juicy stuff...let them know consistently you are looking out for their best interests. And of course, offer new programs in which they can enroll.

3.) **Give Them You!** Now depending on the level of program your client has bought into, this can get tricky. You don't want to give them too much access at a lower level, but you need to give them SOME connection to you personally. After all, it was YOU they bought, even though they were thinking they bought a program. So maybe instead of an hour's coaching, you send them a Loom or other video email made especially for them...

something like: “Hey Susie...I’m just checking in on you. I see you completed Module 1. So glad you are making great progress. I look forward to seeing your great work when we have our wrap up meeting!” It takes two minutes instead of one hour, but it ties them to you with great fealty!



4.) Share Your Secrets! Clients love it when you let them in on your special little secrets. They feel like you’ve admitted them to an exclusive private club. You’ve trusted them with this sacred information! It’s a real loyalty-sealer!

5.) Ask Their Opinion! Clients can get to a point that they feel taken for granted, perceiving that they are just a means for you to fill your bank account. One of the best ways to break them out of that assumption is to ask their opinion—what’s working, what’s not, what could be better, what could they use next, how did they feel about a homework assignment, what do they consider to be their victories. By giving them a voice, it’s more likely they will use it to praise you as fair minded, interested in their betterment and committed to the improvement of the information you are providing.



6.) **Put Them First.** Sometimes you can look like a hero by choosing a benefit for them over your short-term gain. When you've clearly made a generous choice to put them first, you are seeding long-term gain. Clients have long memories and they remember the coaches and leaders who produced value, who made it an enjoyable journey and who made them feel valued—even to the point of your minor self-sacrifice. Don't be putting your profits ahead of the wellbeing of your clients. They'll remember that, too!

7.) **Show Them The Next Step.** Give them a glimpse of the promised land awaiting if they take the next step with you. You want your next level sales pitch to feel organic. "You've come this far, let me show you what you can accomplish if you let me guide you to the next level." High-pressure sales tactics are the surest way for you to lose loyalty. You want them to feel like it's their idea...that you share their vision and will lend them a helping hand to get there.

8.) **Treat Them With Respect.** Yes, clients can be very annoying and sometimes you feel that you will tear your hair out. But, as frustrating as it can be, you can't let it show. You can be instructive, encouraging, nicely corrective, insistent, and if

setting. But give them the respect of not feeding into their own self-doubts, self-esteem issues or discounting them. They've chosen to spend their money with you and that is something that should be treated with respect. And sometimes it just means holding your tongue, taking a breath before you say what you are thinking, or remembering your compassion. And this is especially true in a group setting where there are other clients present.



9.) **Take Their Temperature.** Listen to the room. Hear the unsaid. Measure what's going on before you just barrel ahead. One of the great things we saw during the pandemic and during the George Floyd tragedy were all the leaders who put aside their lesson plans to support the emotional status of their clients. That's true leadership and it engenders true loyalty. Clients need to feel heard and cared for.

10.) **Show Them That Capitalism Has Heart.** You've no doubt heard about the customer loyalty of companies who have taken a stand in the world for others less fortunate (Tom's Shoes) or for the environment (Patagonia) for instance. People actually choose and sustain purchase because of the company's commitment to the greater good. Many leaders also more closely tie their clients



to them when they do activities together that support others less fortunate, or stand for a cause. When you demonstrate that you are standing for more than your profits, they will love you!

11.) **Be Authentic.** You've no doubt heard numerous experts pontificate on this subject in the past couple years, but there is a ton of truth to the fact

that when clients feel your heart, and you express your vulnerability, you endear yourself to them and cement the bond. The more REAL you are, the more they are likely to sustain the relationship. If they get that you are distant, profit focused, or task focused exclusively, they will perceive you as "plastic, "untouchable," "disinterested," "arrogant" or, at worst, "greedy." None of that engenders loyalty. You may be more knowledgeable than they are you, but authenticity makes you equally human. They FEEL you!

12.) **Keep it Surprising and/or Fun!** If they always know what's coming, that can be a little boring. But surprise them or throw in something that stirs the pot with some fun, and they will be telling all their friends about what a great experience they are having

with you! In five year's that's what they will remember, when you sent them a copy of a special book not included in the program, a birthday card, or a Starbucks gift card for NO REASON. Or when you made them laugh or dance or howl at the moon! Delight and Joy are true loyalty builders.



So pay attention to what you're sensing with your community and if you want to continue to thrive them and you, and grow your reputation far-and-wide, stay focused on what will strengthen the loyalty bond now and in the future.



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