

How to Keep Your Best Customers Loyal

Friendly service by a trained technician doing a quality job at a fair price is all you need to keep your customers loyal and give you lots of referrals, right? If only it was that simple.

The truth is... you can do a better job than your competition, be affordably priced, and offer the friendliest, most polite service, and many of your customers will forget all about you and give their business to one of your competitors! It doesn't matter if you think it's not fair. That's the way it is.

Why do customers go away?

Every week, your customers are bombarded with offers and advertisements from your competition in e-mails, on television and radio, in newspapers and magazines, by mail and even on the phone.

Your competitors spend millions of advertising dollars to bribe your customers to switch to their company. Just look at the coupons, postcards and fliers that are stuffed into mailboxes every month and you will see the same companies advertising month after month. Why?

They keep using these methods because they work. Eventually some of your customers *will* take the bait.

What are your customers getting from you? An annual reminder that says, "It's time to clean your carpets again"? That's not going to cut it. If you don't make your customers feel important, someone else will.

Does this mean that you should advertise the same way they do? Well, if you want to go head-to-head with them, you will have to resort to the same tactics they use; fight fire with fire, so to speak. But if you do this, you will get burned. How?

Think about the offers you see in those ads. They promise your customers that their company will do a great job at a really low price. Often the coupon includes a very tempting offer, designed to entice your customer to give them a try.

But these shrewd marketers don't stop there. Many advertisements include testimonials from customers, before-and-after pictures, satisfaction guarantees, and more. These ads are written to make your customers believe that they can get a great job at a fraction of the price that you offer, and that there's nothing to lose.

How can you compete with that?

You shouldn't try. If you are going to compete in that arena, you have to do so based on price. Any customers you attract with a low price will leave when they find a lower price. And there is always someone who will do it for less. Sounds like a great way to run your business into the ground, doesn't it?

So what can you do to keep your customers loyal? How do you keep them coming back and giving you lots of referrals? Send your customers a monthly newsletter. But not just any newsletter will do. It has to be good.

What makes a newsletter good?

Above all, a good newsletter is *interesting*. In order to hold your customers' interest, your newsletter must be educational, attractive and entertaining. Properly done, it establishes your company as the only smart choice for cleaning and restoration.

However, **a poorly written newsletter is boring, unattractive and casts a negative light on your company.** If your newsletter looks cheap, your company looks cheap. If your newsletter looks unprofessional, your company looks unprofessional. So there is a lot at stake.

A good newsletter is written with your customers in mind

Your customers don't care how much you know until they know how much you care. The content of your newsletter should **show your customers that you care about what is important to them.**

People care most about their children, their family, their health, their home, their finances, their environment, and their pets. So a good newsletter contains articles that are relevant to their interests.

But you need more than words. **Pictures stimulate readers.** So your newsletter should contain full-color photographs and illustrations designed to generate curiosity and interest in the articles. Other popular topics for a newsletter include travel, entertainment, cooking, humor and nature.

Every issue of your newsletter should contain a feature article on the front page. Your customers will appreciate being educated by a well-written, well-researched, fact-filled, article of interest. This is important, but it's not the primary goal of your feature article.

The real reason you include the feature article is to create desire for the services that you offer, and to establish you as an expert in your field, not just another carpet cleaner. This creates value in your customers' eyes, and reinforces your company's position as the only choice for cleaning and restoration. **The feature articles help keep your customers loyal.**

However, that's just part of what your client newsletter will do for your business. **You will get more referrals,** because people share the newsletter with friends, family and neighbors. Customers keep the newsletters. So it's easier for to find your contact information when asked who they recommend for cleaning and restoration.

By now, you should be convinced of the importance of a monthly client newsletter. If you are like most business owners, you don't have the time to research and write a newsletter. You don't have the expertise or professional tools to make that newsletter look great, and you can't afford to have a custom newsletter created for you every month.

That's where **The Cleaner's Coach monthly Client Newsletter Program** comes in. You can have a customized newsletter professionally written and expertly prepared. I personally research and write every feature article. I am an IICRC Master Textile Cleaner, Master Water Restorer, Master Fire and Smoke Restorer and Approved Instructor. More importantly, I owned a high-end residential cleaning and restoration firm for 13 years that charged some of the highest prices to loyal repeat and referral clients in a very competitive market. **My primary method of marketing and client retention was the use of a monthly client newsletter.** Generally, I spent 30 to 40 hours a month creating a newsletter and preparing it for print. But you're not going to have to. I'll do it for you. How does the program work?

Every month, I write a newsletter that includes all of the important ingredients that I mentioned earlier. There's humor, family interest, healthy recipes, and of course the feature article that is designed to create desire for the services that you offer. We make sure that the appearance is uniform and professional. I even place your contact information in the feature article. I insert your company logo or even a photograph. We do it all. We make it yours.

So how do you get started? It's simple as 1-2-3:

1. Fill out the subscription form with your company contact and payment information and fax it to (770) 729-7118.
2. Send us your logo on a disk or via e-mail.
3. Pay a one-time fee of \$49 to cover setup of your newsletter template, and only **\$99 a month** for your customized client newsletter. Other options are **\$129 for bi-monthly, \$159 for quarterly.**

The Cleaner's Coach will do the rest. In no time you will have your first Client Newsletter in your e-mail "in" box, ready for in-house or professional printing, e-mail distribution or publishing on your own web site.

Then once a month you will receive the latest issue of your newsletter automatically. If you ever want to cancel your subscription, just call us and we will take care of it. It couldn't be any simpler.

Call Bruce DeLoatch at (770) 729-7117 or e-mail bruce@cleanerscoach.com and I'll be happy to answer any of your questions and get you started.