

Want to wow your customers? Use these or come up with your own!

1. Personal phone-call to welcome them to your course / workshop / program
2. Send them a welcome card with a bar of chocolate
3. Be AMAZING at customer service
4. Personalised email to welcome them to your course / workshop / program
5. Surprise them with an audio recording to help them overcome challenges
6. Create a group coffee card - Google "Amy porterfield starbucks"
7. Check in with your customers "just because"
8. Personalised swag - notebooks, t-shirts, pens, badges
9. Handwritten notes - who doesn't love that
10. Create a personalised notebook - papier.com
11. Give your tribe first access to your new products & VIP discounts
12. Send them your favourite book via Amazon
13. Create some printable to go along with your course / program & mail them out
14. Repost their stuff on social
15. Give them a bonus free workshop
16. Bring in special guests to deliver extra coaching
17. Find out your students birthdays and surprise them with a birthday video
18. If they get stuck, create a personalised video
19. Reward action takers with private coaching sessions
20. Feature customers on your blog
21. Teach them something new and unexpected
22. Start a loyalty program
23. Get to know your customers
24. Share their business on social media - people love recognition
25. Buy a charitable gift on their behalf
26. Offer a surprise upgrade to those who give huge value to your tribe
27. Give away event tickets to success stories
28. Throw a party - you could even do this online
29. Acknowledge feedback and show you appreciate them by actually taking action on it
30. Give them a surprise discount - just because!
31. Share their success stories
32. Surprise them with video email responses instead of text
33. Have a customer appreciation date and post out notecards