

Be Remarkable! 20 "Little Things" You Can Do To Keep Clients Coming Back & Referrals Pouring In...

By Elizabeth Genco Purvis, "The Marketing Goddess"
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One of the easiest ways to set yourself apart is to add extra value with client extras. Everyone likes to get a little something extra. It makes your clients feel good and it makes you memorable. Best of all, extras inspire your clients to tell their friends about you.

The possibilities for those "little things" are endless. To really make the most of extras, put yourself in your clients' shoes and ask, "What would really add value for my clients?"

Here are 20 ideas to get you started:

- 1. Open office hours.** If you have a coaching or consulting practice, set aside two hours a week or month where your clients can call in and ask a question or get some on-the-spot coaching. One of my marketing mentors, Dan Kennedy, does this with his newsletter subscribers. Whether you're paying Dan \$50 per month or \$15,000 per day (or more), you can call in at designated times and talk to the man personally for 10 minutes.
- 2. Free attendance to your workshops and events.**
- 3. Buddy up with another practitioner and provide 15 minute complimentary sessions or some other high-value item.** Both of you get solid leads and the client gets a lot of value. Truly a win-win-win for everyone!
- 4. Give a gift.** Everyone loves gifts. But don't skimp – make them high quality and high value. Note that quality doesn't necessarily have to mean a high expense. Books are great, for example.
- 5. Turn your waiting room into an experience.**
- 6. Turn your practice room into an experience.**
- 7. Provide a free personalized report or chart,** such as a birth card report (if you're a Tarot consultant) or birth chart (if you're an astrologer).
- 8. Free copies of your articles.**
- 9. Free copies of your published books.** Nothing positions you better and just about nothing will impress would-be clients more than a book. Many successful businesspeople use their published books as business cards.
- 10. A free audio with you: a meditation CD, an interview, a podcast.**



11. Taped recordings of your sessions. Digital technology makes this one a snap. I use an Olympus digital voice recorder and an Olympus TP7 telephone recording device. After the session is over, just plug it into your computer and retrieve the file. You can buy both on Amazon for under \$100.

11. A cup of hot coffee or tea. (Or Vitamin C if you're giving a long class.)

12. Free chocolate. (The food group that just about everyone appreciates!)

13. Free quarterly brainstorming or focus groups (in person).

14. Free forum or mailing list (for members of a class, if you're doing group work).

15. Homework parties. (Again, if you're doing classes with a group.)

15. If you do deep ongoing work, a free journal for reflections. Let me tell you, if I had a practitioner who gifted me with a journal, I would be *sold*.

16. If you're coach, a free binder and free handouts (worksheets) with your assignments.

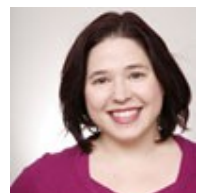
17. Free teleseminar or group class, either given by you or given by a partner.

18. Free recordings of one of your classes.

19. Free unlimited email support between sessions.

20. Free subscription to a print newsletter. (Even 2 pages on 1 sheet of paper will have an impact.)

Elizabeth Genco Purvis, a.k.a. "The Marketing Goddess" teaches solo business owners how to attract an abundance of clients, income, freedom and satisfaction in their business while staying true to their values. She is the creator of The Abundant Business System, a step-by-step marketing and business-building system especially for spirit-based business owners and conscious entrepreneurs.



An author, speaker and teacher, Elizabeth reaches entrepreneurs world wide through her electronic newsletter, classes and private coaching. Learn more about Elizabeth's classes, courses, programs and products at her website, <http://www.MarketingGoddess.com>, and claim your free 7-part e-course, "Grow Your Business With Spirit And Soul," which contains everything you need to begin attracting clients right away.

