

The **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and
sustain your online business!**

Tool #9 - The Retention Cheat Sheet: Reduce Refunds, Overcome Buyer's Remorse And Keep Customers Coming Back

The easiest sale you'll ever make is to sell another product or service to an existing customer. As such, you'll want to work hard to satisfy and retain your existing customers which, in turn, will grow your revenue.

Check out these ideas...

- ⇒ General Ideas for Retaining Customers
- ⇒ Create high-quality products.
- ⇒ Offer exceptional customer service.
- ⇒ Send a customer onboarding sequence.
- ⇒ Provide special perks to your best customers.
- ⇒ Survey your customers and implement their feedback.
- ⇒ Determine when people bail out and why, then fix the issue.

Checklist for Creating High-Quality Products

When you create high-quality products, your customers are more likely to be satisfied. Use this checklist:

- ⇒ *Is this product something your audience really wants?*
- ⇒ *Does this product solve a specific problem?*
- ⇒ *Does the product include actionable information?*
- ⇒ *Are there "quick wins" in the product?*

⇒ *Is the content engaging?*

⇒ *Is the content proofed and polished?*

⇒ *Is the content easy to read?*

⇒ *Is the interior professionally laid out and designed?*

Dos and Don'ts for Offering Exceptional Customer Service

Prioritize providing your prospects and customers with good customer service which will both boost conversions and improve retention.

Follow these guidelines...

⇒ Don't make web visitors wait for replies – answer ASAP.

⇒ Do go above and beyond – exceed expectations.

⇒ Do provide professional, friendly customer service.

⇒ Don't answer customer service inquiries when you're upset / emotional.

⇒ Don't use outside customer service staff unless you've trained them well.

⇒ Don't forget to increase staff when you expect inquiry surges.

⇒ Don't use plain email – use a Help Desk.

⇒ Do offer phone service or live chat.

Tips for Creating a User-Friendly Website

A good customer experience isn't just about your customer service – it begins with a good experience on your website. Follow these tips:

⇒ Be sure your site loads quickly

- ⇒ Avoid auto-play media.
- ⇒ Use a mobile-friendly (*responsive*) design.
- ⇒ Ensure navigation is intuitive.
- ⇒ Include a search box to help visitors.
- ⇒ Create quick and easy forms (*including order forms*).
- ⇒ Do usability testing to improve visitors' experiences.
- ⇒ Be sure your website is accessible to those with disabilities.

How to Create an Onboarding Sequence

A good customer onboarding sequence is designed to reduce buyer's remorse, build anticipation for the product, and get people using the product.

Step 1: Detail the Main Benefits of Your Offer

Step 2: Outline a Multiweek Sequence with One Benefit Covered Per Email

Step 3: Determine What Extra Value to Provide in Each Email

Step 4: Create a Welcome Email

Step 5: Create All Other Emails, Ending With a CTA to Use / Review the Product

Your welcome email should do the following:

- ⇒ Thank the customer for their purchase.
- ⇒ Remind them of the top benefits of the product.
- ⇒ Give them a link to download their product.
- ⇒ Encourage them to download and review the product ASAP.

- ⇒ Provide your contact information.
- ⇒ Build anticipation for upcoming emails in the sequence.

Examples of Extra Value to Provide in Each Onboarding Email:

- ⇒ Mini tutorials.
- ⇒ Tips not included in the product.
- ⇒ Examples.
- ⇒ Case studies.
- ⇒ Templates.
- ⇒ Worksheets.
- ⇒ Lists.
- ⇒ Checklists.
- ⇒ Cheat sheets.
- ⇒ Planners.
- ⇒ Videos.
- ⇒ Mind maps.

Ideas for Special Customer-Only Perks

Make your customers feel special by offering customer-only perks. For example:

- ⇒ Create a customer-only group on Facebook.
- ⇒ Offer invitations to special events like customer-only webinars.
- ⇒ Provide customers with surprise bonuses.

- ⇒ Offer special discounts for customers only.
- ⇒ Showcase a customer's achievements each month.
- ⇒ Run customer-only contests.

Tips for Surveying Customers

You can help boost customer retention by gathering and implementing feedback from customers.

Follow these tips:

- ⇒ Create short surveys as people are more likely to answer them.
- ⇒ Try to get those who cancel / refund to offer feedback.
- ⇒ Encourage honesty in your survey.
- ⇒ Consider offering an incentive (*bonus*) for completing the survey.
- ⇒ Avoid leading questions that could skew results.
- ⇒ Ask open-ended questions to get valuable insights.

Additional Tips and Ideas for Retaining Customers

- ⇒ Keep customers engaged by staying in touch regularly.
- ⇒ Don't be afraid to share personal info to build relationships.
- ⇒ Create new offers regularly to send to customers.
- ⇒ Remind customers of recurring billing so that they're not caught off-guard.
- ⇒ Build anticipation for upcoming content in membership sites, courses, etc.

Tool #9 - The Retention Cheat Sheet: Reduce Refunds, Overcome Buyer's Remorse And Keep Customers Coming Back

- ⇒ Secure special discounts and bonuses from your partners to give to customers.
- ⇒ Send handwritten thank you notes for an extra-special touch.

Your existing customers are one of your greatest assets, which is why you'll want to make it your top priority to retain them.