

How to Onboard Customers So They'll Never Leave


10 Point Checklist

Joey Coleman

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



“Sharing and giving back whenever you can
is what makes the journey fun.”

JOEY COLEMAN

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Remember the eight phases of the customer experience: Assess, Admit, Affirm, Activate, Acclimate, Accomplish, Adopt, and Advocate.
- Understand my customer journey from start to end so that I can come up with a clear, step-by-step strategy for great service.
- Prioritize lead generation by providing valuable content to my potential customers. If they see promise in my product, they will most likely purchase it.
- Be engaging and entertaining. Keep my customers interested and satisfied throughout their customer journey.
- Aim to give back whenever I can. My goal should be to help others and to give them solutions.
- Systemize the process of pre-sale and post-sale. Don't focus so much on selling that I neglect my customers.
- Acclimate my customers to doing business with me. Help them fully understand what they are getting from me.
- Keep learning and evolving to improve my customer service. Read books, listen to podcasts and attend events that will teach me different marketing strategies.
- Make it a goal to become a trusted authority in my field. Show up to speaking gigs, TV and podcast interviews or write a book to show credibility.
- Grab a copy of Joey Coleman's book *Never Lose Your Customer Again*.