



How to Get New Customers To Come Back For More

Getting Customers To Be Regular Clients

I will try every month to have a massage – sometimes I have 2! One is with my regular therapist, but other times I will have a 2nd one to try another place – research. What surprises me is how many times the experience of booking the appointment is lovely and no problem but after the therapy session.....

First off some of them do not take any details only my name and telephone number – not even my address and email address and some then not even a consultation sheet!

They thanked me, and they also said they hoped I came back again soon.

And that's it.

As I said they didn't ask for my email address, they didn't ask for my next appointment or if there was anything else they could do for me, they didn't offer a loyalty program!

Nothing!

Now that's crazy you've got customers who come in for different therapies, and you're not building an email list. Let me ask you a question: Do you find that most of your customers are regulars or one-offs? With those one off's how good it would be if you could convert them into regular clients. Of course it would, you would be bonkers if you did not want them.

How to Convert One-Off Customers into Regular Customers

Always try to get the email address of every single customer that you meet, greet and treat (make sure you are covered with Data Protection) don't worry if they don't have one or don't want to give it to you (they are worried about spam) then get their home address.





Then this is what you do:

1. **The day after the massage**, send a helpful reminder email or card thanking them for making that appointment and hoping that they enjoyed and benefited from their therapy also reminding them that it's important to drink water after a holistic therapy. And that's it.
2. **1 week later**, send an email where you just check in with them. No sales pitch. Nothing. Just a simple email asking them how they're doing, and then share some data / research about the benefits of getting a holistic therapy regularly.
3. **2 weeks after that second email**, send one more email where you offer a loyalty program...

...but *not just ANY loyalty program!*

Here's How To Create Loyalty Programs That Work...

Offer bulk booking appointments. If the client books and pays for 4 sessions then they get the 5th one free. (I do this for credit/debit cards only)

Or

If the client schedules an appointment that day, they'll gain access to a special loyalty card that would work like this:

For every 10 massages, get one free.

But here's the pull!

To entice them to schedule the appointment right away tell them:

"Get the appointment now, and we'll cross your card for this appointment, the appointment you already did, and we'll give you a free cross too.

That way, if people come in for a massage during that week, they get 3 massage sessions of credit...

...and they only need another 7 massages to get a free one.

Why is this important?



I'll tell you why. Because of artificial advancement!

What's artificial advancement?

Let me explain.

People are more likely to complete tasks when they're closer to the finish line.

When you start with a loyalty card, and you only have 1 appointment crossed, that means you're 12.5% complete.

But when you start with a loyalty card that has 3 appointments crossed, you're 30% complete.

Even though the clients need the same 8 appointments, in one instance they're 70% away from the finish line... whereas in the other case they're 87.5% away.

Right!

But there's one condition:

The artificial advancement only had that drastic effect when there was a clear reason why people were receiving the artificial advancement. In other words, you couldn't just give it to people for no reason. Instead, you've got to give them the artificial advancement for a real reason... like a sale... or new customer appreciation...an ideal client you have not seen for a while and would like to have back, or anything like that.

Now let's take this back to you and your business

When you offer the new customer a loyalty card with the opportunity to have 3 appointments, you're giving that customer 30% completion, meaning they'd be 82% more likely to complete the card.

But it gets better... If these one-off customers didn't have a massage habit, after getting that many massages, you can bet they'll develop one.



And all you have to do is send out 3 emails after a new customer uses your services.

How do you follow-up with new customers?

What do you do to try and turn new customers into repeat customers?

Smart email follow-up is the KEY.

So, if you're not putting your customers on an email list, start doing that.

And if you're not following up with new customers, start doing that too.

And in those follow-ups, you should approach them as a friend who's trying to help. People like doing business with friends and people they trust.

Show them data, give them research, and explain why they made a smart decision. This shows your new customer that you have their best interests in mind, you are looking after them.

Then, to get customers to continue buying, using loyalty programs, like the massage card, is just the beginning.

But the reality is...

Running a business is **TOUGH!**

You've got to:

- create something people want to buy
- **then get them to buy it.** Fine-tune the thing you created
- **then get more people to buy it.**

Now the creation part is on you.