

Slash and Burn Action Steps

1. Shake up your typical client contact habits. Write down three or four ideas for new ways of contacting your current base of loyal customers. Are you going to give them each a personal phone call? Stop by to see them? Inquire about their satisfaction level of the service they are receiving?

1) _____

2) _____

3) _____

4) _____

2. What can you offer to your clients? Brainstorm some free offers or services that you can pursue.

1) _____

2) _____

3) _____

3. Are you comfortable giving your client a call to action? Write down the programs, products or services that you would like to talk with your client about. Practice your call to action, until you are comfortable with it, and start your effort today.

1) _____

2) _____

3) _____