



The
Concierge Academy™



What is your current CLV of your clients??

Below: List each of your “occasional” clients.

Client	\$ spent per month	Years as customer



What is your current CLV of your clients??

Below: List each of your “regular or retainer” clients.

Client	\$ spent per month	Years as customer



Pareto's Principle states that 80% of income comes from 20% of your clients.

List all of your customers below and highlight the **Top Clients** that are contributing to your 80%.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____



How will you use Nurture Marketing™ to increase your CLV?

The 1st pillar of Nurture Marketing™ is *“Staying InTouch”*...

Use the space below to identify **10 different ways** you will stay in touch with your clients (**such as:** sending letters, personalized cards at different times of the year, monthly phone calls).

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____



When will you start implementing these strategies?

Next, I want you to list each of these strategies, **then identify WHEN** you will start putting these in place. Once you put it in your marketing calendar, you can check the box!

Stay in touch Strategy
(use ideas from above)

Put into your
Marketing Calendar

_____	<input type="checkbox"/>
_____	<input type="checkbox"/>
_____	<input type="checkbox"/>
_____	<input type="checkbox"/>
_____	<input type="checkbox"/>
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_____	<input type="checkbox"/>
_____	<input type="checkbox"/>



The second pillar of Nurture Marketing™ is delivering exceptional customer service:

How will you deliver exceptional customer service? (Remember, this is different than creating an exceptional Customer Experience). Use the space below to list how you will implement these ideas into your own business culture.... Be sure that THIS becomes part of your **Standard Operating Procedures**.

Some things are: Return all calls within 24 hrs. Always have a smile.

How will you get to know your clients??

As you collect this information, continue to Nurture your current clients. This goes for all clients, those who use you monthly, or those who use you annually.

Brainstorm below the information you are collecting during your intake process and then decide how will use this information in the future.

1. _____

2. _____

3. _____

4. _____

5. _____

Anticipating Customer Needs is the 4th pillar to Nurture Marketing™

Below I want you to LIST your **TOP 10 clients** and then list 3 ways you CAN ANTICIPATE what they need in the future. Once you have identified, be sure to put this information into your calendar or a spreadsheet.

1. Client name _____

- Idea #1 _____
- Idea #2 _____
- Idea #3 _____

2. Client name _____

- Idea #1 _____
- Idea #2 _____
- Idea #3 _____

3. Client name _____

- Idea #1 _____
- Idea #2 _____
- Idea #3 _____

4. Client name _____

- Idea #1 _____
- Idea #2 _____
- Idea #3 _____

5. Client name _____

- Idea #1 _____
- Idea #2 _____
- Idea #3 _____

6. Client name _____

- Idea #1 _____
- Idea #2 _____
- Idea #3 _____

7. Client name _____

- Idea #1 _____
- Idea #2 _____
- Idea #3 _____

8. Client name _____

- Idea #1 _____
- Idea #2 _____
- Idea #3 _____

9. Client name _____

- Idea #1 _____
- Idea #2 _____
- Idea #3 _____

10. Client name _____

- Idea #1 _____
- Idea #2 _____
- Idea #3 _____



One of the greatest ways you can Improve Customer Loyalty and Create Raving Fans who spread the word and refer you is by creating an **AMAZING Customer experience!** Use the space below to brainstorm HOW you can improve your client's customer experience...

For ex:

- When a client returns home from vacation and you are house-sitting, leave behind a Welcome Home card.
- Leave fresh flowers on their table.
- Did you help arrange travel arrangements for a client? Leave them fresh flowers in their room for when they check in!
- Hand deliver (or send your team) fresh coffee to a client who is working long hours and on a deadline.

This part is fun and the possibilities are endless!!! BE MORE or WHO you are and let your creativity shine!



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