

How to Stop “Customer Recidivism” and Accelerate the Growth of Your Business

Step 1: New Language

Offer your customers a new vocabulary to utilize with you and between each other in order to differentiate your company from competitors in your industry.

This “new language” helps you develop a “new community” or culture so your customers are motivated and inspired to stay with you for life. A tool you can offer customers to activate your new language is a simple “glossary of terms.”

Examples: www.TeleseminarSecretsGlossary.com
www.7StepActionPlan.com

Step 2: New Community

Offer your customers a new culture to “live into” in order to differentiate your company from the competitors in your industry.

Your new community utilizes the “new language” you’ve developed for them and develop their own “definiteness of purpose” and together move into a direction to fulfill a business aim or even a “cause.”

Examples: www.HowIMadeMyFirstDollar.com
www.MyMasterMindGroup.com

Step 3: New Role Model

Offer your customers “new role models” or mentors who often utilize your “language” and are in your “community.” These individuals can be alumni or graduate assistants who help facilitate your other trainings, or they can be coaches who get paid for working directly with your students (one-on-one).

This “role model” approach helps make your new language or vocabulary stick and builds a stronger community or culture to inspire, motivate and persuade your customers to stay with you for life!

Examples: www.MegaChallengeFinalists.com
www.TeleseminariansUnite.com