

*fashion entrepreneurs*  
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**MAY MONTHLY  
MEETING (ONLINE)**

*How to Build  
a Loyal  
Long-lasting  
Relationship  
with Clients*



**TINA TRAN**

Wednesday, May 20, 2020  
6 PM - 7 PM (Central)



SWANFASHIONPRODUCTION

[www.fashion-entrepreneurs.com](http://www.fashion-entrepreneurs.com)

# BUSINESS Relationship & Loyalty



# Understanding the Perfect Client Lifecycle, and How to Make the Most of It



# 7 Amazing Ways to Build Long-Term Relationships With Your Clients

*Repeat business is essential but in the rush of doing everything it's easy to lose clients without even realizing it.*

1. Engagement (Email. Social Media, newsletter, text etc..)
2. Allow them to experience your brand
3. Understand their relationship with your brand
4. Explore their social media influence.
5. Provide value
6. Make them feel special.
7. Respond to every concern

SAYING THANK YOU  
ISN'T ENOUGH

# 5 WAYS TO WOW

*your clients*



1. Send *Handwritten* Thank You note
2. Send a Birthday / Anniversary E-Card or card (attach a special promo code)
3. Give them first dibs (samples, new products features)
4. Send a referral goodies (GC)
5. Send them a care package

# Resources

Soundcloud

TED Talks

Youtube

Audible

<https://www.entrepreneur.com/>

<https://www.business.com/>

<https://www.sba.gov/>

Open Mic & Share  
your success stories  
about client  
relationships | loyalty

[[CONTACT]]

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