5 WAYS TO
Improve your Client Experience Today

Welcome!

So glad you're here!! I'm Jadan Willis, a business consultant and photographer. I help small businesses save time & money, streamline, and grow!

<u>care to read more?</u>

As a solopreneur myself, I know how overwhelming it is, trying to keep up with everything. Nailing your client experience is crucial to the life of your business.

It can make or break you.

Let me help! This guide accompanies the audio recording above to help you implement the 5 strategies on improving your client experience.

QUICK OVERVIEW

Hitting the highlights

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1. Lay out expectations

2. Under promise & over deliver

3. Make the booking/buying process easy

4. Add a personal touch

5. Be a source for recommendations

FIRST STEPS

Here's how you get started

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1. Set aside time for this process. Schedule a day for it, or an hour each day this week, etc. Whatever works for you.

2. Write out your entire client experience. Not all of these questions will be applicable to your business! Use this as a starting point.

- How do clients first find you? Etsy? Instagram? Your website?
- How do they book with you?
- How do they check out?
- How are you communicating with them along the way? Email, text, phone, FaceTime, etc.
- How are you educating your clients on the process? Do you have a welcome video, guide, etc.?
- How quickly are they receiving their product or completed project?
- What does the delivery process look like?
- Put yourself in the clients' shoes- what is their perception of you during this experience? What are they seeing?
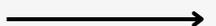
FIRST STEPS

Here's how you get started

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3. Assess your feedback. What are the reviews saying? Have you received any feedback from customers on what's working and what's not? Do you have repeat customers? Are your customers referring you?

4. Ask yourself: what can I do to keep my business simple & straightforward? How can I make my life & my client's experience easier?

5. Implement each of the strategies below- don't worry, I have plenty of examples on how to apply these!
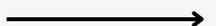
Lay out expectations

- Outline customer journey from inquiry to delivery
- Create a PDF, video, graphic, etc. to illustrate this
- The client shouldn't be guessing as to what's coming next

Examples:

- Photo session- I have a text slideshow on my website that lays out my client workflow. This includes how to contact me, how long clients will wait to receive their photos, how their photos will be delivered, etc.
  - For this example, where a client is simply in the discovery phase, it's not necessary to lay out every single step in great detail. After a client books, I send them a more in-depth what to expect guide that gets into the nitty gritty details, like outfits, makeup, prep work, etc.
- Custom item on Etsy- you can explain the process in the listing photos and description. Don't be afraid to repeat info! Information needs to be crystal clear. A confused buyer can get frustrated and walk away altogether (and waste your time with back and forth communication, that could have been avoided if they had been educated!)
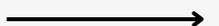
Ask yourself

How am I currently educating and preparing my clients?

Are my clients asking what's next?

Do they seem confused on the process?

Are they not doing what I need them to do?

Under promise & over deliver

- Create expectations you know you can realistically beat
- Anything better than what you promised is a happy surprise!

Examples:

- Turnaround time for project completion
- Response time- "you'll get a quote within 7 days!" > you give them a quote in 2 days
- Quantity of item
- Shipping time- ever see a review say, "arrived earlier than expected"?
- Bonus item, such as a sticker or coupon
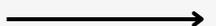
Implementation

What expectations are you providing your client with? Focus on the numbers- turnaround time, shipping time, quantity, etc.

Decide on new numbers that you can feasibly beat, then include those numbers in client communication, package pricing, etc.

- If you're an online seller and keep the delivery date vague, but tell yourself "I'll have their product delivered within the next 3 days," that doesn't mean anything to the customer. They only knew it was "standard ground shipping." You have to make that expectation clear, so they can be happy when the product arrives "early!" The customer only knows what you tell them!

Asses your price point- what is a little surprise or bonus that is appropriate to include with your product or service?

- For example, I gift my full session clients with a $25 gift card. My mini sessions are half the price, so I usually opt for a $5 coffee shop gift card. The thought is still there, but it's appropriate for the price.

Make the booking/buying process easy

- Eliminate any obstacles that would prevent someone from buying or booking

- Again, lay out expectations- keep your directions clear and SIMPLE

- Make it a smooth, efficient transaction

- Don't make your customers jump through hoops

- Automate as much as possible

Examples:

- Using a CRM to send online documents VS emailing a PDF for them to sign, scan, and email back

- Easy payment options & plans VS only accepting cash or check

- Using Calendly on your website for inquiring customers to book a discovery call immediately

- Create an FAQ page

- Offer a virtual tour video on your website if you have a venue available for rent VS only offering in person tours and/or doing a FaceTime tour every time a potential customer requests it

KEEP IT SIMPLE & EASY.

LET THE PROCESS FLOW.

REPEATED ACTIONS?

Consider an email template, PDF, video, or automation option. How can you make your life easier?
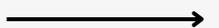
Implementation

Within your client experience, where is there friction? Where might someone struggle or hesitate? How can you fix that?

In your opinion, what makes a good booking/buying experience? How does your business compare to that?

What steps can you automate?

Add a personal touch

- Infuse your personality into the transaction and client experience

- This is what sets you apart. This is what others cannot replicate.

- Your personality can be what draws customers to you!

- Creates a stronger connection between you & your customers

Examples:

- Editing templates, such as emails, CRMs, guides, etc.

- Show your face online!

- Send a personalized video

- Write a notecard

- Write your copy (captions, website, listing description, etc.) with your flair! You're a real human being- show it!

- Consider a personalized gift, depending on the relationship and price point (long-term client, real estate client, online customer, etc.)

Implementation

Is my personality shown online? Can a stranger get an idea of who I am, without meeting me in person?

Is my face online? Social media, website, seller profile, Google Business Profile, etc.
- Is that photo up to date?

How can I create a connection with each of my customers?
- Online seller- handwrite their name on a printed thank you card
- Course creator- Rich Webster sends each of his new cohort members a personalized welcome video! Keep in mind, he charges $800 and up and teaches his lessons live. This approach wouldn't make sense for a stranger purchasing from your Etsy shop.
- Email list- adding their first name into the subject line and/or email body
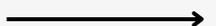
Be a source for recommendations

- Even if you can't help an interested customer, point them in some direction, if possible!
- Your kindness (even when it's unpaid) goes a long way
- Give, give, give and it will come back to you!

Examples:
- Inquiry for something that's out of your expertise? Send over some recs for people who can help!
- Already working with a client, but need another partner to complete the job? Send some recs!
  - i.e. client is launching a new site and you're the copywriter, but they need web design help. Suggest someone!
- Personal recommendations- does your client love breweries? Tell them where you personally enjoy going!
- Project recommendations- "in my experience, I would recommend doing _____."
  - i.e. you're a wedding photographer, and you break down the pros and cons of a first look, veil VS no veil, etc.

Implementation

What are people coming to me for, and I'm turning away? How can I try to advertise myself to avoid this from happening?

- There will always be <u>someone</u> reaching out for something that's not included in your services, even if you are clearly stating your offerings! Be prepared with recommendations.

Are there any local networking groups and/or Facebook groups I can join to become a source for recommendations, inside and outside of my industry?

- Join your local chamber of commerce! (County or town name + "chamber of commerce" into Google)
- It's very common for online educators to have free Facebook groups, so look out for your favorite YouTubers, course creators, podcasters, etc. to post about them

FINAL THOUGHTS

Use this guide as an outline for upcoming goals! You may have realized you should film an explanation video for your website, redo all of your product listings in your online shop, create a welcome guide, etc. Rome wasn't built in a day, so be realistic with how quickly you can implement these 5 strategies into your business!

TALK SOON!

Can't wait to share more business tips with you!