

SWHW MASTERMIND: RETENTION [APRIL 2020]

Michelle Myers

All quotes are from Michelle Myers unless otherwise noted.

Retention: stewardship of the mission God has called you to and the people He has brought your way through your work

If your strategy and what you're focusing on is geared more towards growth than service, it will cost you in credibility.

In circumstances like these, it's more necessary than ever to think and operate like a human more than a brand.

When you communicate to larger audiences (social media + email list), assume:

- someone reading has lost their job
- someone reading is sick themselves or loves someone who is sick
- someone reading was already struggling in their marriage + now, they're all home 24/7
- someone reading is overwhelmed and needs your care more than more information

Your marketing has to change because the world has changed.

It doesn't mean you can't market, but make sure your priority work energy goes towards your mission and your people.

ONBOARDING:

- How are you serving the new person who just got started?
- If something is new, there is an element of risk that goes along with it.
- Assume their doubt + reassure their decision.
- Capitalize on their excitement.
- It's easier to keep them if they start using it + have a positive experience.
- Give them one thing to try that gives them immediate value.

FEEDBACK LOOP:

- How can you keep the conversation going?
- What are ways that you can make it easy for them to respond to something rather than having to initiate the conversation?

PROACTIVE CUSTOMER SERVICE:

- What are some proactive things that you can do to initiate the conversation BEFORE there's a problem?

SWHW MASTERMIND: RETENTION [APRIL 2020]

Michelle Myers

All quotes are from Michelle Myers unless otherwise noted.

- Customer Survey
- Ask open-ended questions often.
- Each time you communicate, remind them you're there to serve.
- Can you connect them with others who engage with your work as well? Make them feel like they're a part of something more than just buying something.

LOYALTY PERKS:

- If a customer has already said yes to you, there should be perks inside that are not widely advertised on the outside.
- What surprise perks exist for your customer base?
- Think outside of a discount.
- Can you give them early access?
- Try tiered services.
- Personal touches - show that you are a real human being who cares.

MISSION REMINDERS:

- Every person that comes in contact with you at work, comes in contact with a lot of other people at work.
- Remind them of the mission.
- Use testimonials/stories
- Ask reflection questions that make them see their own transformation.

SIMPLIFICATION:

- Can anything be simplified?
- What extra things are you doing that are not essential?
- What is overwhelming?
- Let them savor every bite by spreading out what you do over time vs. giving it all to them at once.

CUSTOMER CONVENIENCE:

- Everyone loves convenience.
- Can you make anything easier to access?
- If I can make it more convenient, would more people be able to use it?
- Think beyond getting them to buy it; think about more frequent usage.

CUSTOMER WOW:

- Voice memo or video message
- What can you give away for free?
- Thank you notes
- Surprise sales

SWHW MASTERMIND: RETENTION [APRIL 2020]

Michelle Myers

All quotes are from Michelle Myers unless otherwise noted.

- Go the extra mile

GET PERSONAL:

- Talk to different people differently
- Learn names
- Pray for your people (prayer is so intimate)
- Respond in a way that isn't text.

TOUCH POINTS:

- Thinking about all the different ways you have to communicate with people - everyone prefers different modes so use different modes to connect with people how they prefer to hear from you.
- Video, voice memo, social media, text, zoom, email
- Get creative! Hop into somebody's mailbox instead of their inbox.

INNOVATION:

- Mission doesn't change, but the methods should.
- If you're bored, people who engage with you probably are too.

GRATITUDE:

- Never forget: everyone could go somewhere else for what you offer
- Don't forget that people have chosen to engage with you.
- How often do you express your gratitude?
- How genuine is it when you express it?
- Gratitude can't be faked.
- One person saying yes is still a really big deal - it's one person that God has given you to steward well.

For those of us who claim Christ, we have an opportunity to prove that we actually do work for a bigger purpose.

Our work is an opportunity to work for the glory of God and the good of others.

How can you best serve the people that have already said yes to you?

It takes 90% more energy to recruit a new person than to retain an existing one. Prove that it's more than just a financial exchange for why you're here.

An open front door is awesome, but you must make an effort to close the back door. You don't want a revolving door of your business; you want people inside sitting in your living room.