

Heart & Hustle Blueprint

Customer Loyalty Playbook

Turning Great Service Into Lifelong Customers

The goal isn't just to earn a customer today. It's to earn their trust for years to come.

PAGE 1 - Create a Customer They'll Never Forget

Before the Job

- Confirm the appointment
- Explain what to expect
- Ask if they have questions
- Learn one personal detail

During the Job

- Communicate progress
- Be on time
- Solve problems immediately
- Exceed expectations

After the Job

- Thank them sincerely
- Leave things better
- Follow up within 72 hours
- Ask if they need anything else

Heart & Hustle Tip: People remember how you made them feel.

PAGE 2 - Build Relationships That Last

One Week Later

One Month Later

Seasonal Check-In

Birthday/Anniversary

Other Ideas

Ways I Can Surprise My Customers

- Handwritten note

- Helpful article
- Small gift
- Helpful phone call
- Referral to another business
- Other _____

PAGE 3 - My Referral Experience

What experience do I want customers to tell others about?

What small thing can I consistently do that people won't expect?

How will I thank someone who refers a customer?

Customer Appreciation Plan

- Birthday cards
- Holiday cards
- Quarterly emails
- Social media spotlights
- Handwritten thank-you notes
- Other _____

PAGE 4 - Customer Relationship Review

- Followed up with customers
- Sent thank-you notes
- Asked for feedback
- Solved a problem quickly
- Exceeded expectations
- Thanked someone for a referral

The happiest customer I served this week was:

Why?

What made the experience memorable?

How can I repeat it?

Heart & Hustle Reminder

People may forget the service you provided. They'll never forget how you made them feel.

— Stephanie Sherouse