



Tip #3 - “Your Customer Experience Is Your Marketing”

Marketing doesn't stop when someone finds you — it continues through every interaction. The way you show up after the first touchpoint is what turns interest into loyalty.

This Week's Action Step

Send 5 intentional follow-ups or thank-you messages to past or current clients/customers.

Keep it simple: “Thinking of you...” “Thank you for...” “Just wanted to check in...” **Small moments = lasting impressions.**

Your 5 Messages to send to...

- 1.
- 2.
- 3.
- 4.
- 5.

Reflection

What felt different about reconnecting intentionally this week?

What impact did it have on your relationships or responses?