



THE CUSTOMER COMEBACK *Checklist*

Generate a constant stream of income
by mastering the art of Customer Relationship Building!

THE CUSTOMER COMEBACK

Checklist

Each time you interact with a customer, you're building a relationship. And like any relationship, it takes work to keep it healthy.

Are you doing your part to keep customer relationships strong and full of excitement?

Go through this list and see which items are part of your current marketing strategy AFTER a customer buys something.

THE RUSH OF JOY 🥳 (AFTER THEY BUY)

- Send a thank you email with a receipt confirming the order
- Deliver a "How-To" or "What to Expect" email while they wait for their delivery
- Include a branded thank-you card or a welcome note inside the package
- Follow up with how they can reach support if needed

THE HONEYMOON 🌙 (NEXT 1-4 WEEKS)

- Send a follow-up email after a few days (How's it going? Need any help? etc.)
- Share a behind-the-scenes story, a happy customer testimony, or useful blog content
- Ask for a review in a natural way and on-brand (maybe even throw in an incentive)
- Invite them to follow you on social media to stay in touch (keeps you in their mind)

THE REKINDLED SPARK 🔥 (4+ WEEKS LATER)

- Surprise them with birthday discounts, VIP exclusives, or early access
- Suggest personalized products based on their spending habits or interests
- Keep them engaged with seasonal content or content that is relevant to the industry
- Reconnect with past customers who haven't bought in a while

TALLY UP YOUR TOTAL

Let's see where you stand,
and how you can build brand loyalty.

0-4 POINTS: IT WAS JUST A ONE-TIME THING

Ouch! Sounds like they got what they wanted and bailed (like a free trial or sweet discount). If you want them to come back and pay your true asking price, you can make the decision easy *without* compromising on your prices.

 So, what now?

Start sending personalized follow-up emails with suggestions based on past purchases, for their birthday and around the holidays. That way, you're living rent-free in their heads all year long.

5-8 POINTS: GETTING MIXED SIGNALS

Hmm... they're still hanging out on your email list or socials, but something's stopping them from buying again. This is a sign your content might not be speaking their language.

 So, what now?

Do some research on relevant industry topics your customers would find helpful or interesting. Then, become a go-to source with a steady stream of content like insightful blog posts, social posts, or emails. And be sure to always end it with a clear next step, such as browsing your catalog or visiting your booth.

9-12 POINTS: LEFT ON READ

Wow! You've put in so much work to build strong customer relationships, but they still aren't coming back. Sounds like you have a gap in your marketing, and it's leaking leads.

 So, what now?

Reevaluate your current strategy and compare it to your customer base, their interests, and spending habits. A small tweak—whether in messaging, timing, or offers—could be the difference between silence and sales.

STILL NOT SURE WHERE TO START?

We all know someone who's got aura. You know, the kind of vibe you want to be around all the time. That's the kind of magnetism that makes customers fall in love with your brand.

Now, why does that even matter?

Because...

There will always be a cheaper option.

There will always be something flashier.

But there will never be another YOU.

So, let's make them remember you.

Hi, I'm Candace!

Marketing Strategist

& Storytelling Extraordinaire



I wouldn't be where I am without my background in:

- Customer Service
- Tech Support
- Product Development
- And Writing Fanfiction 🤪

Throughout my career journey, I've fixed up websites that used to sound just like everyone else; now they sound true to their brand and their mission. I've also translated company-specific jargon into something that makes sense to the customer, making the buying decision easy.

But above all, I've heard out the people's cries for something very specific and helped create products that gave businesses a big boost in ROI. Now, I've made it my mission to do a little bit of all three for ambitious entrepreneurs who are ready to go from just surviving to absolutely thriving!

If you're ready to bring out your brand aura but don't have the time, the energy, hate marketing stuff, or simply feel overwhelmed by everything involved... I'm here to take that daunting task off your to-do list.

But that's enough about me. I want to learn about you. We should have coffee sometime.

[Book a time to stop by Candace's Zoom Cafe](#) for a cozy chat about our journeys, goals & dreams!