



# 3 THINGS IN YOUR BLINDSPOT CAUSING YOU TO LOSE CUSTOMERS

## CLIENTS LACK A FEELING OF CONNECTION & COMMUNITY.

### Ideas to Consider:

- Provide opportunities for them to connect with each other and share their experiences.
- Share more of yourself and your mission, not just the features and benefits of your product or service.
- Invite them to provide feedback, making sure to acknowledge it and giving them shoutouts.

## YOU ARE DIFFICULT TO DO BUSINESS WITH (WITHOUT EVEN MEANING TO BE!)

### Areas to Assess:

- New Client Onboarding
- Website Navigation
- Purchasing Process
- Return, Cancellation/Reschedule Policies
- Accessibility of Hours and Contact Methods

## YOU DON'T HAVE A CUSTOMER EXPERIENCE STRATEGY.

50% of customer experience is based on emotion. You can have the most amazing product or service in the world, but if your buyer lacks a connection to it and it's difficult for them to do business with you, there is nothing keeping them from going elsewhere. By taking a closer look at these areas you are not only going to retain customers but they are more likely to happily pay more money for the experience, become repeat business, rave about you to everyone they know and bring you even more clients.

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