

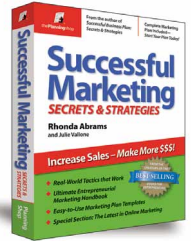


CREATED BY

Rhonda Abrams

Excerpted from Successful Marketing Secrets & Strategies

Get Rhonda's FREE newsletter and more business advice at www.planningshop.com.



RETAINING CUSTOMERS

Use this worksheet to list ways you can retain first-time and existing customers.

METHOD	SPECIFICS
Customer service	
Competitive prices	
Discounts	
Special treatment or services	
Loyalty/rewards programs	
Communication	
Other	

ACQUIRING AND RETAINING CUSTOMERS

Use this worksheet to outline your plans for acquiring and retaining customers.

Describe 5 methods you will use to attract first-time customers to your offerings:

1. _____
2. _____
3. _____
4. _____
5. _____

Describe 5 methods you will use to retain customers after they've made their first purchase:

1. _____
2. _____
3. _____
4. _____
5. _____