

Lisa Ryan of Grategy presents: Appreciation Strategies

Harnessing the Power of Gratitude

THREE SIMPLE STRATEGIES TO HARNESS THE POWER OF GRATITUDE:

1. Keep a gratitude journal

- a. Write down 3-5 things every day for which you are grateful.
- b. Can be done first thing in the morning or last thing at night.
- c. Must be **written down** to get the full effect

2. Connect with someone every day for a heartfelt “Thank you”

- a. Make eye contact, think of the Navi greeting from Avatar “I see you.”
- b. Have a goal to make one person smile each day.
- c. Let your clients/customers verbally know that you appreciate them.
 - Remember: 68% of customers say they stopped doing business with a company because they felt unappreciated, ignored or taken for granted.
 - It costs 6-10 more to get a new customer versus keeping the ones you already have.
 - A 5% increase in customer retention can mean an increase in profits from 25-125%

3. Every week send an unexpected note, card or gift to someone

- a. Sit back, take a few breaths and ask yourself, “Who needs to hear from me today?”
- b. The person that comes to mind is there for a reason. Take the time and write them a note. Remember: “*When you express gratitude you create a memory, when you express it in writing, you create a treasure.*” Lisa Ryan

For Extreme Customer Appreciation:

- Send a note and/or personalized greeting card.
- Follow up with your email or snail-mail newsletter.
- Give them an anniversary gift every year they continue to work with you.
- Write a Thank You note for each referral received.

“You simply will not be the same person two months from now after consciously giving thanks each day for the abundance that exists in your life. And you will have set in motion an ancient spiritual law: the more you have and are grateful for, the more will be given you.” Sarah Ban Brethnach