

Client Love

HOW TO LOVE THE FANS
YOU ALREADY HAVE SO YOU
ATTRACT EVEN MORE

PLAYBOOK 1: LOVE THE ONES YOU'RE WITH

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Playbook 1:

Love the Ones You're With

The Lioness

Are you familiar with Aesop's fable, *The Lioness*? It goes like this...

A controversy prevailed among the beasts of the field, as to which of the animals deserved the most credit for producing the greatest number of whelps at a birth. They rushed clamorously into the presence of the Lioness, and demanded of her the settlement of the dispute. And you, they said, how many sons have you at a birth? The Lioness laughed at them, and said: Why! I have only one; but that one is altogether a thoroughbred Lion.

Moral:

The value is in the worth, not in the number.

How does this apply to your business and fan base? Love the ones you're with.

The desire to build your audience is a noble goal. But don't forget about the tribe you've already built. Let's explore why numbers don't tell the whole story and how you can make a difference with the fans that are already in your corner.

Um...Hello?! I'm Right Here!

We all want those customers who adore us, right? Like superstar singers or best-selling authors, we want groupies who can't wait for our next album to drop or our next book to hit the shelves.

We see people like Beyoncé or Elizabeth Gilbert and we think, "Wow! They have millions of people who can't wait to learn from them and buy from them! I want that!"

But in that quest for more followers, more emails, more Likes, more, more....MORE!....we forget about the audience we already have in our midst. The quiet, studious ones in the front row who've been with us since the beginning, supporting our work and telling people about it.

It's not always about "getting more" fans or followers. It's about loving the ones you've got.

Sometimes More is Just...More

I'm going to slightly contradict something we learned in an earlier lesson.

Yes, when you increase the audience you reach—those that enter your Marketing Funnel—statistics show that you increase your chance for sales conversions. Assuming you're targeting the right people. It's a numbers game. Email open rates and conversion rates are never, ever, EVER 100%. For any company. Period. Even event marketing statistics prove that only about 50% of registered attendees to a free live event will actually show up. It goes up if they had to pay to attend, but not by much.

So it stands to reason that if your industry or particular marketing campaign normally yields a .2% prospect-to-purchase conversion ratio, you're going to get a heck of a lot more sales if your audience is 1,000,000 than if it's 100. I get it.

This is all true. Creating a larger audience of the *right* people is a smart marketing goal and something you must constantly strive to do.

The important thing to remember in your quest to widen your audience is not to sacrifice the value, quality and love you give the people you *already* have.

There are many businesses and people out there with millions of Instagram followers or large email lists. But numbers don't always tell the whole story.

Maybe they paid for Twitter followers, which happens way more often than you think. Maybe they built a large email list by offering tons of freebies to people who will never pay for anything and only want free stuff. Those followers will never buy from them. These brands are like the most popular kid at school who never got asked out for a date.

Size does not matter. Engagement does. If you have 500 rabid fans that hang on your every word and click everything you send, that is worth far more than 800,000 people who delete your emails without reading them or who never convert to buyers. We talked about this in *Playbook 17: Rally Your Tribe*.

**Quality over quantity. You don't just want numbers.
You want engagement.**

Start Where You Are

Wherever you are, whatever your follower numbers or subscribe rates: **START WHERE YOU ARE.** Focus on making those loyal people happy. Delight them, Connect with them. Convert them.

How? **Be empathetic.**

If your friend invited you a party and then ignored you the whole time so she could meet new and more interesting people, you'd be pretty hurt, right? And you'd probably leave.

Instead of constantly chasing the numbers, be sure you're also constantly providing quality to your existing fan base. Those people should feel like VIPs.

Here are four ways you can show your current audience, however large, the empathy and love they deserve:

1. **Listen to them. REALLY listen:** [Ask them what they want and need](#). Stop guessing! And don't put words in their mouths to suit your own needs. Mirror their exact words and emotions back to them. If you sense that what they really want is actually hidden underneath that "ask," probe further. If you spend time and money shaping your offerings to truly solve your current tribe's pain this will be much better than constantly chasing new fans.
2. **Be clear and offer the right solution to the right people:** As I always say, marketing is not about lying to people. It's about amplifying the truth so the right people who need what you've got can find you. Don't push circles on people who really need squares! If you sell a high-priced mastermind program that's roughly the cost of a tiny house, don't try to convince the dreamer who's already in massive debt to bury themselves deeper. That's not cool. Don't be afraid to clarify your message so it reaches the right people ...or simply change your [target market](#) altogether.
3. **Woo them:** No one wants to be "sold to." People want to be seen, heard and respected. And they want time to get to know you. Put yourself in their shoes: Do YOU like in-your-face sales pitches and hype-filled promises? [Prove your value](#) with insightful content. Be generous with resources and connections. Be consistent and keep your word. Go for the lasting marriage not the lustful affair.
4. **See the person, not the number:** Especially when things go wrong. Treat your existing customers and fans like you would a friend. [Robotic responses and canned apologies](#) are not the way you'd comfort a pal, right?

10 Fun Ideas to Woo and Delight Your Tribe

You've got an email list and various social media followers, right? You've also got personal contacts and colleagues. Treat them right!

1. **Offer a fun gift:** Surprise your subscribers or followers with an occasional free playlist, eBook or discount offer. Just because.
2. **Run an exclusive "just for fans" training session, virtually or live:** You could also conduct an exclusive telejam interview with another expert they'll love, or a free Ask Me Anything! Monthly call.
3. **Give a shout out:** Recognize those who frequently re-tweet or promote your work. You can do this by more than just a reply "Thank you!" tweet. Review their past posts or content and share something on their behalf, too

4. **Send a personalized email or a hand-written thank you note:** Each week, pick one email subscriber who consistently opens your newsletter or someone who frequently comments on your blog and personally thank them. If you go the extra mile to send a hand-written note, ask for their mailing address so you can send them a little something. They will love you for it!
5. **Respond:** When someone replies to my newsletter, the email comes straight to me. I always take time to thank the person for writing. I learned this lesson from Seth Godin, an international marketing expert who for a long time, replied to every single email received from fans. Even if it was just a one-line response. This tip applies to social media, and especially if people are using those channels to report issues. You don't have to respond to *everything*, but chime in occasionally. Nothing hurts fans' feelings more than when a company or personality doesn't check in, so ensure you're spending time each week acknowledging your fan base.
6. **Create a VIP Lounge:** Hilary Hendershott is a financial expert who created a free Facebook group called [Profit Boss](#) where her fans can gather and talk/ask about money. It's free to join but, unlike a Facebook brand page, you need to be accepted so it feels like an exclusive club and she's able to engage her fans even more.
7. **Hold "office" hours:** If you're a consultant or coach and don't want to constantly manage a free group like #6 above, how about offering to be available on Facebook or Zoom every month at a set time for loyal fans to ask questions, offer feedback or just to say hello? Facebook Live is perfect for this if you want to use that platform.
8. **Offer free publicity:** Promote one big fan's business or project on your own social media page and tag them. Don't tell them first! They will love the surprise. Highlight client successes this way, too, like if one of them gets in the news or launches a new product.
9. **Be consistent:** Don't flit in and out of people's lives like a drifter boyfriend. Deliver consistent value so they know you care and they can count on you. Whether it's email or social media, do it consistently, at whatever time interval you've promised. NOT just when you have something to sell.
10. **Gather together:** Arrange an intimate VIP dinner, Meetup, happy hour or wine tasting just for your fans. How about a client appreciation night at a local spa or bar? You can arrange it so that everyone pays their own way if you can't afford to go big. The point is to gather folks together to gain exclusive access to you, hear about exciting news (*you'll be the first to know!*), or simply give a brief educational talk. Reach out to your email or social media tribes and invite them!

Focus on delighting, engaging and celebrating the tribe you already have. By putting your focus there, the growth will follow because they won't be able to stop talking about you!

A Note on Blog Comments

Yes, you must absolutely be responsive to your existing fan base. But don't go crazy: make this work *for you*. Schedule "response time" into your weekly calendar. Or post an auto-responder that says you answer every email within 48 hours. Whatever works.

People always wonder how to manage blog comments. Should you keep them on or turn them off? Allow posts to simply go live or give approval? Reply to every single one?

Blog comments can be tricky. Some blogs, like [Marie Forleo](#), thrive on the community's interaction with each other. While not all of the 100+ comments are acknowledged personally by either Marie or her team, they do dip in and out of threads. Her community is highly engaged and will comment on each other's questions without her. That's a beautiful thing.

But sometimes managing comments can be time-consuming. Keeping them turned on opens you up to a lot of Spam. Folks like [Danielle LaPorte](#) and [Seth Godin](#) have opted to turn off comments, asking their community to contact them in others ways.

Think about your goals. Many product or lifestyle companies will most certainly keep blog comments turned on and even hire editors to monitor the community. It's a great way to get customer feedback. Some consultancies, like [Convince and Convert](#), have created a media company, as it were, so comments are vital to their success.

Every brand is different so set guidelines on how and when you will respond to your tribe. Where is your time best spent? What can you realistically do well?

Your Assignment: Love on Your Tribe

Which one (or more!) methods of delighting your existing tribe sound good and manageable for you? Review the list from above or invent your own!

Flesh out exactly what you will send or do, and when you will do it. Then schedule it into your calendar.

One Last Thing...

It's simple. Love the ones you're with and the rest will take care of itself. You have more influence than you realize.

A past blog post of mine bears repeating:

YOU HAVE INFLUENCE.

I don't care if you're just starting out or have been at this awhile. Your email list may consist of your mom and your best friend. You may only have 100 Twitter followers. Or you may reach tens of thousands each week. You may serve hundreds of customers each month.

Wherever you are, use what you've got.

Never underestimate the importance of your work or message. It may seem trite, but if you can influence or inspire even just a few, then you have done your job well.

Now more than ever, in these tumultuous times...when folks are feeling raw, vulnerable and afraid... now is the time to use your voice and choose love.

Not "love" in the romantic sense, but like this:

- Love yourself and be self-confident so you don't bully others or let others bully you.
- Love your neighbor so that all people can feel accepted and appreciated
- Love your clients so you can bring real, honest value to them
- Love your customers so you can make their lives better with your products or services
- Love you partners so you can create wins for that benefit everyone
- Love your community so you can collectively pull everyone up together
- Love your environment so its beauty and nourishment enriches generations to come
- Love your family and friends so they have a firm foundation to fully spread love to others

Here's what I know to be true: No matter what your religion, nationality, gender or sexual orientation, the only thing that matters is how you show up in the world and love. You are the example when you think no one is watching – because sometimes only YOU are watching, and you want to be proud of what you see.

Give thanks for the gifts you've been given. Start small and share them with whoever is in your circle of influence right now. If that's just your family and friends, choose love. If that's tens of thousands of email subscribers or Instagram followers, choose love.

We're in this together. But do your part. Show up. Choose love.

Love you!

Maria

Goodies and Inspiration

If you want to create a groovy playlist, check out [8Tracks](#).

If you want to record a sweet welcome message, try [Vocaroo](#).

If you want to record a powerful audio lesson or interview, [Audacity](#) or [Ecam Call Recorder for Skype](#) are great tools.

And if you want to record a sassy video or slide show presentation, try [QuickTime](#) for recording and editing. Or use your laptop webcam or iPhone to record and then edit using Windows Movie (PC) Maker, iMovie (Mac) or YouTube's Creator Studio.

And when you need reminding, of course, [this song](#).