

STELLAR *Life*

Hosted By *Orion*

Hug Your Haters; Turn Customers Who "hate" You Into Raving Fans

10 Point Checklist

Jay Baer

Want to gain as much knowledge as possible out of this episode? Here is your **10 point checklist** that gives you actionable steps you can take **TODAY** to start living a Stellar Life!

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"Customers want to interact with businesses who care about them."

JAY BAER

10 STEPS YOU CAN TAKE TODAY

**Take charge of your health, wellness, and success.
Here are 10 steps that can move you closer to your goals – today.**

- Determine what your customers or clients want then come up with ways to surprise them or make them feel extra special.
- Always respond to your customers' positive or negative feedback no matter the medium. Feedback can appear on email, social media, Yelp and other directories. Make sure you address them properly and that no stone is left unturned.
- Never argue with customers who leave negative comments. Instead, respond rationally and apologize for the bad experience. Offer something like a gift card as compensation for the incident.
- Thank your customers who rave about your product or service. If possible, offer them something such as a gift card or discount in exchange for referrals.
- Create a memorable gimmick that will make your clients likely to recommend you. Use Double Tree as inspiration. They're the only hotel that gives customers cookies when they check in.
- Avoid words such as "policy", "per" or "sorry for the misunderstanding". These are phrases that start negative conversations.
- Be extra kind to clients who give you a low rating. There's a reason why they took the time to let you know about a bad experience. Take the feedback as constructive criticism and motivation to become better.
- Make it a habit to only reply to individual feedback twice. If it's negative, make sure that problems are addressed in two responses. Long back and forths are counterproductive.
- Create a customer service team to help you monitor and respond to feedback.
- Grab a copy of Jay Baer's book, [Hug Your Haters: How to Embrace Complaints and Keep Your Customers](#), for tips on getting positive feedback.