

A person in a blue shirt is looking at a laptop screen. The background is dark blue with a faint image of the person and the laptop.

[Checklist]

5 Habits That Drive Customers Away

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If a customer is won over by your offering but repelled by your business practices, they will never be raving fans of your company. In fact, it's often easier to encourage customers to defect than it is to convert new ones.

Don't let potential buyers slip through the cracks of your marketing funnel; Use this list to help you spot low-hanging fruit - habits that you can change with minimal effort and expense - that could lead to dramatically higher conversions.

All the best,

Keegan A.M. Lewis

#1: Not Listening to Customers —



A business is only as good as its customers say it is. If you're not listening to your customers, you're going to have a hard time knowing what they want, delivering on their needs, and converting them into profits!

#2: Being Too Sales-y and Pushy —



We've all met the sketchy salesman. You know the guy — he's pushy, overbearing, and he has no sense of personal space. And it's not just a few bad apples. There are salespeople all over the world who can't seem to let go of their sleazy tactics.

#3: Being Rude or Unprofessional —



Over-the-top politeness is never a good move. Overdoing it can come across as phony and insincere. That being said, you don't want to come across as stuffy or condescending, either. A kind, poised, assertive, and respectful demeanor goes a long way in business.

#4: Failing to Deliver on Promises —



Here's the problem with not delivering on your promises: you devalue your brand, and you lose credibility. False promises can easily erode trust, which is key to building customer relationships. Customers trust that if a business says it will do something, it will happen.

#5: Not Providing Good Customer Service —



Good customer service is your most powerful and cost-effective marketing tool. That is, as long as you're actually providing it! It's one of the best ways to make sure your customers leave happy, and refer your products and services to friends.

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Gain and Retain Customers

I won't bog you down with over-the-top sales pitches.

Instead, I'll help you understand the best way to describe your business so potential clients know what you do and why that's important to them. My goal is to help you influence your customers and keep them coming back for more.

If you would like to learn more about how copywriting can help you gain and keep customers, I'm here to help.

Contact me for your free consultation

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