

Client Loyalty – Imperative for business growth



Do you want your business to grow, acquire sustainable profitability, survive during low times, and be highly recommended to others - then cultivate current customers into loyal clients.

Loyal clients will return to your business for products/services, even if similar items are available closer to them or are less expensive somewhere else. The 80/20 Rule - loyal clients will make up about 20% of your client base and will generate 80% of your revenue. Loyalty to a product or service is habit forming, a reflex action that becomes hard to change once formed.

How do you cultivate client loyalty? The “brain-e-aches” vary in the number of TODOs, but three key points that they all agree on are:

- Give clients more than they expect
 - This is one of the most powerful ways to gain client loyalty and requires that you be proactive. It can be as simple as a personalized card, or email to show your appreciation. Clients remember when they were treated well.
- Listen to what your clients are saying
 - If they aren’t telling, then ask them. Let your customer talk and show them that you are listening. Look them in the eye, keep the focus on them and acknowledge what they are telling you. Remember, it’s about them.
- Have Fun
 - Really enjoy your clients; develop and nurture the relationship as you would care for a friend. Friendship requires that the other person feels that you know them and that you care about them. Share a laugh, a coffee, or a quick non-business chat.

Turn customers into loyal clients by treating them as you would like to be treated. Loyal clients are clients for life and will see you through the thick and thin.

Font Choice – Key to Sending the Right Message



You’ve done your research and you know your target market. You’ve locked down the message you want to convey to your customer. Now you have to choose a font from the 62,000 plus possible choices that will communicate your brand and be attractive to your customer. Yikes!

The best rule of thumb is KISS – Keep it Simple Sweetheart.

Another rule of thumb – make sure the font choice is appropriate for your business. (Sorry, I don’t have a catchy acronym for this!)

Whether you realize it or not, but fonts do conger up certain subconscious imagery. The best way I can illustrate this is by showing you.

"Comic sans" is a font that suggests: playfulness, a sense of light-heartedness, fun-&-frivolity. It's the perfect font for a business hosting a kid's party by a kid's party planner.

But "Comic sans" is inappropriate for a financial institution where customers want to have a sense of trust, security and confidence in the business and in the message.

When choosing a font, run your font choice(s) by others to get their reaction and feedback. Remember that the example you show should be in context and in the medium you plan to use; be it web and/or print.

A well-chosen font is important to: getting your message to pop, holding your customers attention and maintaining your image and brand.

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