

News You Can Use

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LINKS YOU CAN USE NOW



This Month –Customer Rewards Programs

A business is nothing without its customers, so show some love for their loyalty with a reward program. Not only will this improve customer retention, but it will also show your appreciation.

If you aren't sure whether rewards schemes truly work, then this review breaks down the rules of rewards. If you want to feel smarter in minutes, have a read.

<https://tinyurl.com/links02231>

Ready to start rewarding your customers? Then this easy-to-read piece by Shopify explores different types of loyalty programs and how they work, especially if you tend to sell online.

<https://tinyurl.com/links02232>

It helps to learn from the best, so take some inspiration from these successful customer reward programs.

<https://tinyurl.com/links02233>

There are so many options for rewarding your customer, from partnership perks to exclusive access. Explore some fun ideas via this piece.

<https://tinyurl.com/links02234>

The Connection between Your Self-Care and Your Business Success

Being successful in business involves taking care of yourself so you can be your most productive. Running on empty and burning out will not serve your business. Self-care isn't a luxury. It's an essential for leaders, so make sure you practice these self-care tips.

Be kinder to yourself

Turn off your inner critic and show yourself some love. Speak to yourself in the same way you'd speak to a colleague or friend in a situation. You'll be more compassionate and quickly squash any judgmental self-doubt.

Know your worth

Your time is valuable. Your expertise and energy are an important resource, so don't automatically say "Yes!" to every request throughout the day. Prioritize your own goals before you take on too much.

Celebrate your successes

Make sure to recognize your victories at work. Sit down with yourself or your team and note down anything that has gone well or anything you felt passionate about in the past month.

Relationships are key

Spend more time with people who inspire you and energize you at work. Set better boundaries with people who exhaust you. The same goes for outside of work. Cultivate healthy, loving connections.

How to Win Big in Today's Economy



GOLD GERSTEIN GROUP LLC
Certified Public Accountants and Consultants

The altered economic landscape presents innovative and nimble businesses with opportunities to thrive.

Find out how by requesting my free report "How to Win Big in Today's Economy."

Just reply to my email at info@g3cpa.com or call 856-727-0100 and I'll send it right out to you.

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6 Ways to Show Your Customers You Love Them

This February is the perfect time to show your customers how much you appreciate them. Get creative with your team to decide how these ideas could work for your unique business, then spread the love!

Improve the customer experience

Time to put yourself in your customers' shoes and build a clear picture of their experience with you. Is it easy to communicate with your business? Is the purchasing process seamless? How fast do you return calls or respond to messages? What is your returns policy? Think of the ways you could make life easier for your customers.

Loyalty should be rewarded

If your customers love you and keep coming back, then they deserve to be rewarded for their loyalty. This is a great way to ensure future interactions with them and show that you care. Offer past customers loyalty discounts if they return or make another purchase, or go all out and create a loyalty program.

Valentine's Day discounts

Whether they are buying a gift for someone they love or a treat for themselves, give your customers some Valentine's deals and discounts. You might bundle together items, offer discounts on certain services or provide an alternative Valentine's Day gift or activity. Fun discounts are sure to delight.

Spread the love

Running a business is about more than just making money. It's about building a community and giving back. You can support programs and causes that your customers care about. Try donating to a charity or supporting a local cause with a percentage of your profits.

Get social media savvy

Engaging with your customers online is a brilliant way to amplify the interactions you have with them, especially as face-to-face interactions are no longer as common. Design some beautiful digital marketing, ask your customers to share the things they love about your business online or simply like and share your customers' content if they tag you!

Contact me today:

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Worth Quoting ...

Being resilient is so much easier when you're surrounded by the right people.
Maxime Lagacé

Resilience is all about being able to overcome the unexpected. Sustainability is about survival. The goal of resilience is to thrive.
Jamais Cascio



This Month's Quick Quiz Question

For an answer, email me at info@g3cpa.com or call 856-727-0100.

In an average lifetime, how many times does a heart beat?