



Could Your Client Experience Benefit From Personalization?

- Are clients asking thoughtful questions and engaging in conversations that demonstrate an understanding of what I teach or do for them?
- Do the majority of clients finish their modules and action items, or do most modules go unwatched and action items go untouched as the excitement of a joining a new program wears off?
- At the end of a program when I send out a request for testimonials / reviews, do a high percentage of clients respond with positive feedback or do I hear crickets?
- Do a good number of my clients go on to sign up for a continuation offer or do they tend to finish their program and then I rarely hear from them ever again?
- [If applicable] How many referrals do I receive from my existing clients? Are they always sharing my info with their friends/colleagues or do I rarely get a referral?