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Happy Monday!

Get the strategies, models, and systems that generate millions of dollars in recurring revenue all in one place.

Companies think they have a retention strategy

CRISP, CARE, GROW FRAMEWORK

HERE'S HOW TO

→ BOOST CUSTOMER RETENTION BY **10%**

→ REDUCE CUSTOMER CHURN BY **10%**

They don't.

→ Your welcome message isn't a retention strategy.
→ Your month 1 check-in? Still not a retention strategy.
→ Your email marketing campaign isn't a retention strategy.
→ Your boss saying they care about retention? Not even close.

A retention strategy means knowing exactly what your company is doing on day 1, day 30, day 180, day 240, and beyond.

Most companies don't have that kind of clarity.

In fact, most lose sight of the customer after the first month.

Here's how you fix that:

Months 1-4: CRISP

- Communicate constantly
- Reaffirm the value proposition
- Implement and simplify onboarding
- Support customers with training

- Prioritize service excellence.

Months 5-8: CARE

- Check-in and get feedback
- Audit billing and payments
- Resolve problems fast
- Ensure product reliability
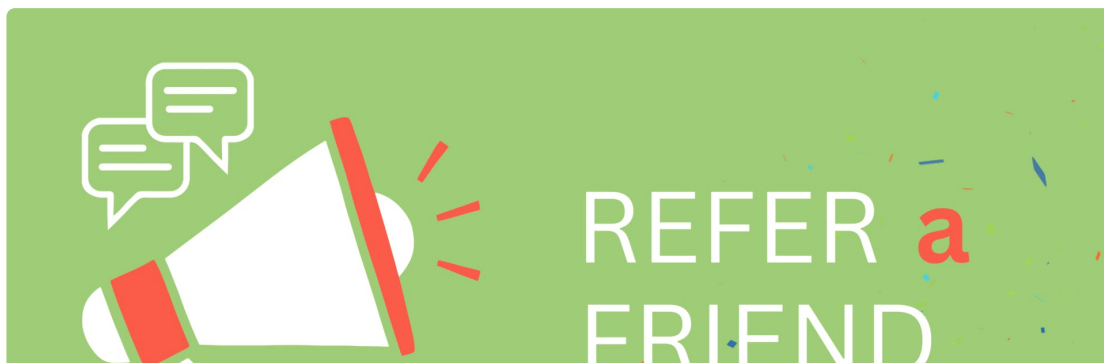
Months 9-12: GROW

- Gauge and quantify value
- Reward loyalty
- Offer new innovative products
- Word-of-mouth: incentivize referrals

Get retention right.
Fix your business.
Increase LTV.

The best growth strategy most companies ignore?

Building a referral program that scales.

The question is:

Which model is most effective?

There are two main types of referral program structures:

Single-Sided Referral Program:

Here, only the referrer (your existing customer) gets the reward.

It's simple and effective.

How it works:

Referrer shares a link → New customer signs up → Referrer is rewarded.

- Lower cost
- Lower risk
- Less to manage

Example: Evernote, Shopify

Double-Sided Referral Program:

In this model, both the referrer and the new customer are rewarded.

How it works:

Referrer shares a link → New customer signs up → Both get rewarded.

But, be cautious. Rewarding two parties means:

- Higher cost
- Higher risk
- More complexity to manage

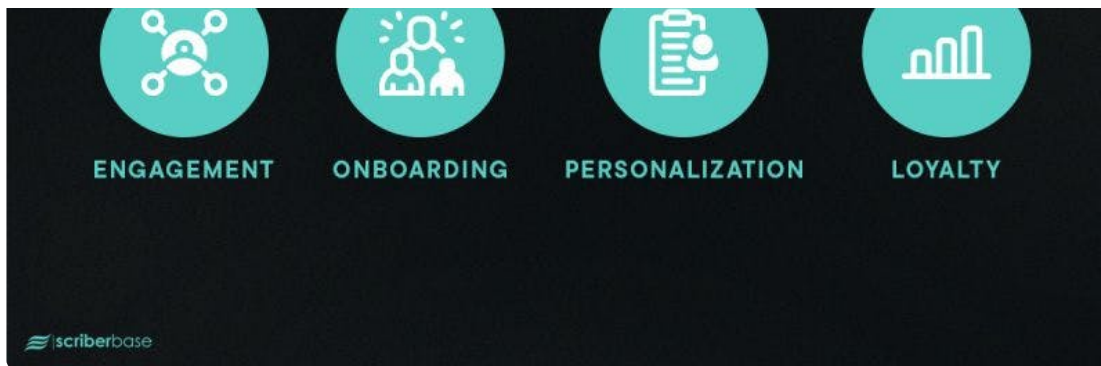Example: Uber, Dropbox

Which model should you run with?

→ Small business: Go Single-Sided.
→ Larger corporation: Go Double-Sided.

Either way, referral programs are a low-cost, high-impact growth tool a lot of companies overlook.

The 'Customer for Life' Strategy:

↳ The goal: 0% Churn

Acquisition is the first step.

The real work begins post transaction.

Here's how to approach retention:

1. Customer-Centric Engagement

Personalized, ongoing engagement keeps customers invested.
Peloton Interactive's community focus drives retention to 92%.

2. Seamless Onboarding with Clear TTV (Time-To-Value)

Customers must see value fast, or they leave.
Calm cuts first-month churn by 30% by promising results in two weeks.

3. Data-Driven Personalization

Data unlocks opportunities to keep customers engaged.
Amazon Prime's predictive model increases LTV by 15-25%.

4. Loyalty Programs that Build Relationships

Loyalty is earned through emotional connections, not discounts. SEPHORA's Beauty Insider program drives 80% retention by fostering community.

Zero (0%) churn is bold.

But, it should be your North Star.

Until next time,

Adam

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