

Get customers coming back (and bringing friends)

The 3-step way to grow, without spending a dime on ads.

Most business owners burn all their energy chasing brand-new customers, and completely ignore the goldmine sitting in their phone: the people who already bought from them. A past customer is far more likely to buy again than a stranger is to buy the first time. Here is the simple 3-step way to turn the people you already know into steady, repeat business.

1 Wake up the customers you already have.

Someone who bought from you before already trusts you. Reaching back out costs nothing, and most businesses simply never do it. That silence is money left on the table.

Do this: send a short, warm message to everyone who hasn't bought from you in a while. Not a sales blast, a real "we miss you" note.

Copy this

Hey [name], it's [you] from [business]. It's been a while and I was thinking about you! We just [new service / seasonal reason]. If you ever need [what you do], we've got you. Hope things are good.

Short on time? Paste your customer list and this template into a free tool like ChatGPT and it'll personalize every one in seconds.

2 Make every happy customer bring one more.

A referral is the cheapest, highest-trust customer you will ever get. But you have to ask, and almost nobody does. The secret is timing: ask at the peak of their happiness, right after you've done great work, not weeks later.

Do this: the moment a job or sale goes well, say it out loud:

Say this

I'm so glad you're happy with this. Quick favor, do you know anyone else who could use [what you do]? I'd take great care of them, just like I did for you.

3 Turn reviews into a customer magnet.

Your next customer is reading your reviews before they ever call you. More reviews, and replies to the ones you have, means more people pick up the phone. Ask the second the job is done, while they're still delighted.

Do this: ask every happy customer for a review with a direct link, and reply to every review you get, good or bad, always calm and kind.

Copy this

Would you mind leaving us a quick review? It genuinely helps a small business like ours, and it only takes a minute. Here's the link: [\[your review link\]](#). Thank you!

Try this today

Pick **10 past customers** and send them the wake-up message from Step 1. That's it. Don't overthink it. Then watch what comes back over the next week.