

THIRD, TURN YOUR PROSPECTS INTO CUSTOMERS

A customer is someone who has given you money once. A client is someone who has given you money more than once.

In **phase one**, you'll learn about relational marketing (as opposed to transactional marketing), customer lists and the monthly newsletter.

In **phase two**, you'll learn about birthday clubs and contact systems.

In **phase three**, you'll learn how to get customer feedback and referrals. Plus, you'll discover how to effectively test your marketing.

