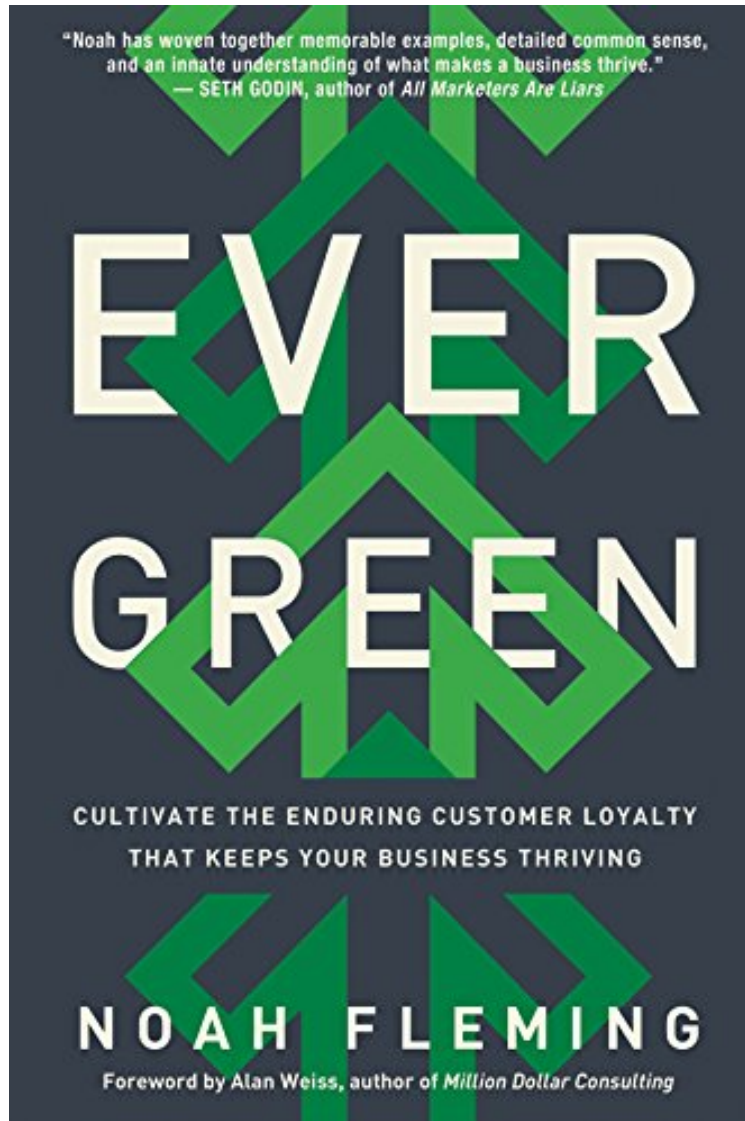


(Read free) Evergreen: Cultivate the Enduring Customer Loyalty That Keeps Your Business Thriving

# Evergreen: Cultivate the Enduring Customer Loyalty That Keeps Your Business Thriving

Noah Fleming

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## Noah Fleming : Evergreen: Cultivate the Enduring Customer Loyalty That Keeps Your Business Thriving

before purchasing it in order to gage whether or not it would be worth my time, and all praised Evergreen: Cultivate the Enduring Customer Loyalty That Keeps Your Business Thriving:

6 of 6 people found the following review helpful. Want new customers? Take care of your current customers.By Douglas N. Burdett[[VIDEOID:48cb2890c8d543b43f7604c37235681d]] As the host of The Marketing Book Podcast I read a LOT of marketing books. You're going to want to read this one.The title of the book Evergreen is an analogy to

how customers are to companies as leaves are to trees. Evergreen trees remain lush, healthy and green all year round. Deciduous trees go through a pattern of growing new leaves and then shedding them. Growing new leaves and then shedding them. Does the term "customer churn" come to mind? Profitable companies retain their customers like evergreens retain their growth. Sadly, many companies work really hard to acquire new customers only to shed them quickly thereafter. Not like an evergreen. As a result, many companies are wasting staggering amounts of money by not focusing any or a sufficient amount of their marketing on their existing customers. In Evergreen, Noah Fleming walks you through very specific steps to show you how to better retain customers, turn them into raving fans and actually make your new customer acquisition not only easier but more effective. Also, the book is extremely well written. I thoroughly enjoyed reading it and I bet you will, too. To listen to an interview I did with Noah Fleming about Evergreen, visit [MarketingBookPodcast.com](http://MarketingBookPodcast.com)

1 of 1 people found the following review helpful. Evergreen Provides an Immediate Payoff for Every Business Reader By Susan G. Trivers When I read Noah's description of Character, one of his three Cs that contribute to a company being evergreen, I had to stop and write the story of my own business's Character. I actually revised the About page of my website and then used my new character story in emails with two prospects. They responded immediately and favorably to the way I characterized my business and myself and connected it to them. This is a hugely powerful concept and I urge everyone who is searching for something unique to write down the Character of their business. Then I read about Community—the key element to creating valuable customer loyalty. I had to frequently stop reading in order to capture the dozens of ideas that came into my head for my own consulting business and for my clients. Simply calling Noah's concept of community 'customer retention' undervalues the power of it. My clients are in a wide variety of businesses (cybersecurity, automotive services, hospital lab consulting, proposal consulting, insurance and financial services software applications, to name a few) and I can apply the concepts of Character and Community to every one of them. This book is not to be missed for your own firm or to help you help your clients.

0 of 0 people found the following review helpful. A common-sense guide to growing your business the easiest, best and cheapest way!! By Larry M Weinstein, CPAI would give this book more than 5 stars if I could!!! Noah makes the point of what I have been doing and designing in my business for the past year. It seems that almost all of the marketing gurus make a big point out of teaching how to go out and acquire NEW customers. While we could all use new customers (and Noah makes the point that it would be foolish to ignore obtaining new clients!)...no one, until this book, makes the point that we should be making a big deal of our existing/current customers...how to develop "loyalty". get them to stay longer "retention" ..and to "refer" more...how to use the 3C's Character, Content and Community to make our customers/clients EVERGREEN. Our existing customers truly are our "low-hanging fruit" and most businesses choose to ignore them, always chasing the next shiny object (aka new client). I believe you just can't make too big a deal when someone joins..and continues to be a part of your business family. That's what this book is all about..EVERGREEN is a message that ALL business owners, big and small need to hear and IMPLEMENT!! Noah is totally on point and knocks this one out of the park!!

Loyal customers are the beating heart of every great business. So why do so many companies act like adrenalin junkies, chasing after new customers at the expense of creating deeper, more profitable relationships with the ones they already have? Evergreen exposes the mad pursuit for what it is: a brief spike in metrics and an ongoing revenue drain, as one-time customers fail to return. A better solution is to shift resources from attracting new customers to engaging the base—the path to stable growth, season after season. The book's entertaining stories and action steps reveal how anyone can: Cultivate the 3Cs of evergreen companies: character, community, and content Build loyalty programs that turn satisfied customers into enthusiastic advocates Nurture profitable customers while pruning those who sap time and money Inject authenticity into social media communications Invert the expectations gap that can drive customers away From Internet startups and mom-and-pop businesses to multinational giants, strong companies are rooted in customer retention. Evergreen helps anyone merge high-tech tools with the personal touch to forge lasting bonds and steady profits.

"Noah has woven together memorable examples, detailed common sense and an innate understanding of what makes a business thrive. Hunting for new customers wherever you can find them doesn't make a whole lot of sense." - Seth Godin, Author, All Marketers are Liars