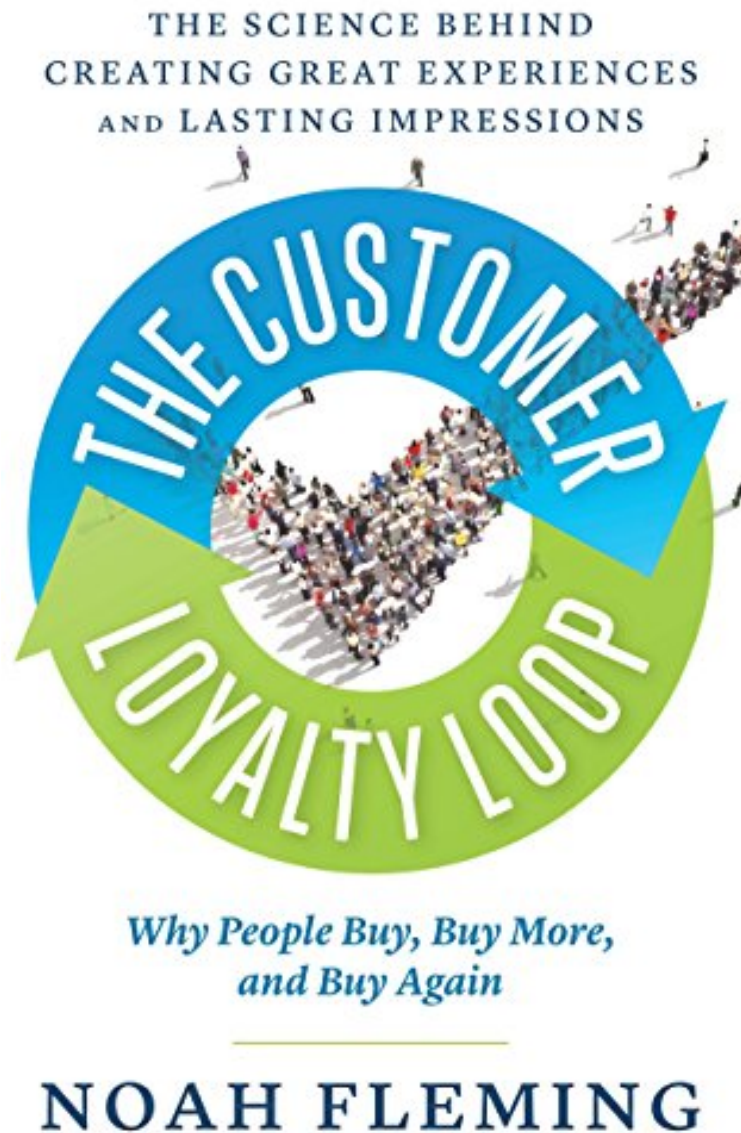


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The Customer Loyalty Loop

Noah Fleming

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Noah Fleming : The Customer Loyalty Loop before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Customer Loyalty Loop:

1 of 1 people found the following review helpful. Want Your Customers To Love You And Buy More? Read This Book! By Douglas N. Burdett[[VIDEOID:51c8fd2cebfc8b93c096a64fe5ee8605]] Hi Irsquo;m Douglas Burdett, host of The Marketing Book Podcast and Irsquo;d like to tell you about the book "The Customer Loyalty Loop: The Science Behind Creating Great Experiences and Lasting Impressions" by Noah Fleming. Every once in a while a book

comes along that contains so much refreshing common sense that you feel inspired to really think about your business and take action that's very likely going to make your company more successful and profitable. That's this book. And it's a joy to read. The core philosophy of this book is pretty simple. Instead of spending the bulk of your time, energy, and resources in new customer acquisition, you should invest heavily in ensuring you're doing whatever you can to deliver an amazing, remarkable, and most important of all, memorable customer experience. There have been a lot of books over the past couple of years that talk about the concepts of "loving your customers" and "hugging your customers." The problem with most of them is the focus is on solving customer-related issues after they happen. They're reactive in nature. With "The Customer Loyalty Loop", the author shows you how to take a far more holistic and proactive view of the customer experience from start to finish. And it's definitely not a book full of hackneyed bromides; it includes the science behind creating great experiences and lasting impressions that will help you build a large following of loyal customers who will become promoters of your business, buy from you repeatedly, and actually enjoy doing business with you. And to listen to an interview with Noah Fleming about "The Customer Loyalty Loop", visit MarketingBookPodcast.com

1 of 1 people found the following review helpful. A Common Sense Approach to Ethically Locking in Customers for Life!!! By Larry M Weinstein, CPA I am a big fan of Noah Fleming, having first found him with his first book, Evergreen-Cultivate the Enduring Customer Loyalty That Keeps Your Business Thriving. It is refreshing to hear a marketing consultant who "GETS IT"!! So many marketers are preaching the song of how to get NEW customers, while very little is said about marketing to your existing customers!! I guess that is not as sexy?? Who better to market to?? Someone who you have not only spent the time to get them to "know, like and trust you", but they have even given you money! Why don't more people teach and do this? The Biggest Takeaway for me are: Not only do you have to create a GREAT customer experience, you have to make it so they remember it!! Sounds so obvious! If they don't remember it, does it really matter how GREAT the experience was! If you are only doing the bare minimum to keep your customers, don't buy this book!! If you ARE interested in creating a Customer Loyalty Loop to lock in your customers loyalty and repeat business...this book is a MUST!! 1 of 1 people found the following review helpful. Smart, helpful, and enjoyable! By Dorie Clark In The Customer Loyalty Loop, Noah Fleming's smart, psychology-based strategies will help you to foster loyal customers who return to you repeatedly. In today's world, great customer service isn't enough, reminds Fleming. That said, the excellent framework he includes in this book, not to mention his own enlightening experiences, will help you to engage your customers more fully and keep them coming back for more. A most helpful and enjoyable read!

How do you grow a truly sustainable business in the hyper competitive 21st century? By using the practical, psychology-based strategies in this book to dive into the mind of your customer and enhance your business's customer experience by creating "buying loops" that keep your customers coming back for more. The Customer Loyalty Loop includes proven, science-backed secrets for building legions of loyal customers who will become evangelists for your business, buy from you repeatedly, and actually enjoy doing business with you. You will learn a wide variety of simple but powerfully effective strategies, such as:

- *How to stop using gimmicks and trick promotions to encourage repeat business, and what to do instead that will keep your customers coming back for more.
- *How to use the "Butler Secret" to achieve results superior to any marketing campaign or promotion you'll ever dream up.
- *Why providing the best customer service isn't enough anymore, and what you must do instead if you want your business to keep growing in the 21st century.
- *The "Bentley Strategy" that will immediately and dramatically increase customer loyalty to your business.
- *And many more proven tactics and strategies.

"The Customer Loyalty Loop is a fun, easy to read, yet science-based look at all things customer-related. Put Noah Fleming's advice to work, and learn how to identify customers, win them over, and keep them coming back for more." - Daniel H. Pink, author of TO SELL IS HUMAN About the Author Noah Fleming is a sought-after business strategy consultant, speaker, and the author of Evergreen: Cultivate the Enduring Customer Loyalty that Keeps Your Business Thriving. His firm, Fleming Consulting Co., is a trusted coaching and consulting source for thousands of clients who want to dramatically grow their businesses. He is routinely quoted and mentioned in the New York Times, Forbes, Reuters, and others. Fleming also writes a blog and publishes his weekly newsletter, "The Tuesday Tidbit," for more than 22,000 subscribers. His website is NoahFleming.com.