

Sample Email You Can Steal to Build Customer Loyalty

A great way to build a larger base of loyal customers who buy your products regularly and don't question your price (because they trust you) is to reach out to email on occasion.

And by this I mean a personally written email, not your automated emails from Mailchimp or other email marketing programs.

You will find this will endear them to you, they'll come buy your goods, they won't question your price, and you're on the way to customers for life.

And an important note about this email – *this is not an email to sell them anything*. You are just saying hello and thanking them for being a customer. You are offering some free info – recipes, information, and inspiration. And you are offering to help by asking questions.

Here's a sample email you can steal and make your own:

Subject Line: A personal thank you

Hi Name,

I just wanted to say thanks for being a customer of our (farm, feed store, butcher shop, etc.)

It was so nice to meet you (last week, yesterday, in the park, at the store).

(or if they've been a customer, so nice to see you recently, or I was just thinking of you, etc.)

I find that our customers often have questions about [A, B, and C]. (if it were me, I'd say customers often have questions about our beef and pork and include a short article on how it's raised or how to make yogurt, or answer the 3 most common questions.)

I wanted to let you know that I really love helping people by providing super-nutritious meats to heal their family (or whatever your product/service is).

What questions do you have about how our meat is raised or perhaps how to cook certain cuts, or anything related? Drop me an email, because I'd love to help.

I look forward to getting to know you and helping you out however I can.

Warmly,

Your Name

That's it!! So short, simple, and you will go FAR in building trust with them.

Then, as you get good with your email marketing software this simple email will help build you a huge list of customers who trust you and support you.

The replies from this one email will be a gold mine of ideas for you to connect even deeper with other customers. Save the replies and I will tell you how you can use them in building up a larger loyal customer base in a future blog post!

My hope for you is that this info helps you TODAY get more customers. Easy. Just a written note.