



*For Immediate Release*

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## **Do Your Customers Return Again and Again? How Do You Earn Customer Loyalty?**

HUDSON, OH, May 19, 2006: "A repeat customer is the best customer," says Deborah Chaddock Brown, owner of AllWrite Ink, a corporate writing business.

Repeat customers understand your business, they've experienced your personalized service and they see a value in what you offer. What percentage of your customers return for more?

Whether you own or operate a retail, service, manufacturing or sales business, customer loyalty is essential to your growth and viability.

On Friday, June 9, Deborah will be the Women's Network, Inc. 2<sup>nd</sup> Friday Lunch guest speaker. Her topic is "Earning Customer Loyalty." She'll offer insights and tips that you can immediately put in place to help increase customer loyalty.

Every business has competition, some in the same mall or on the same street corner. What can you do to ensure customers return, refer you to their friends and family and help grow your business year after year?

In her presentation, Deborah will discuss: bundling of products and/or services, the concept of superior customer service and tips on giveaways.

Speaking of giveaways, Deborah shares a simple tip you can offer that will help build customer loyalty:

*"Whenever possible, personalize your invoices. Handwrite a simple thank-you message on your printed invoice. "Thank-you, Pam, for the opportunity. I look forward to future projects."*

Then include a self-addressed, stamped envelope with your invoice. This "value-add" serves two purposes:

- The customer enjoys the benefit of saving time and money as they won't have to look up your address, write on the envelope or use a stamp.
- You benefit because the check will be mailed to the address you want and you'll benefit from the customer's positive experience."

**-more-**

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Deborah brings a wealth of knowledge and experience. Prior to opening her own business she worked in the optical retail industry for almost 20 years. She started as a store manager and worked her way up to Director of Stores and eventually Director of New Store Openings and Communication.

Women's Network, Inc. is a non-profit organization encouraging and supporting the progress of women toward full participation in economic, community and family life. The 2<sup>nd</sup> Friday Lunch is held at To Dine For, located at 440 Grant Street, Akron, Ohio. Networking begins at 11:30 am followed by lunch and the presentation.

To make a reservation, call 330-315-7809, email: [info@womensnetworkneohio.com](mailto:info@womensnetworkneohio.com) or visit their website: [www.womensnetworkneohio.com](http://www.womensnetworkneohio.com).

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