THE ART OF
GROWTH HACKING
& CLIENT RETENTION

INTRODUCTION

If you want to succeed as a virtual assistant it's not enough to learn a few skills, bid on jobs, and acquire new clients.

To be truly successful in this industry, you must put forth the effort to retain your clients for the long term.

In other words: success is measured by how much you care.

This guide provides an overview of what makes a difference in retaining clients for the long term.

BE PROFESSIONAL

Attitude is king! Treat every task, and every project like a job interview, and never take for granted that with every interaction you have yet another chance to impress.

Remember that when you work with a client, you might also be representing them to their customers, and colleagues. This means that your work ethics, actions and words have a direct impact on your client's reputation. It's not enough to ace the job – it is your attitude - from the time you interview for a new position to the orientation period and as you go about your working day – which will have a direct impact on your professionalism.

The better you are at your job, and the more your clients like working with you, the more they will want to work with you, and the more chances you will have for referrals!

BE APPROACHABLE

We all like to work with friendly, and helpful people and so it's no surprise that clients will choose to work with you if you're friendly and approachable. This is an important attribute to acquire clients, and it's always key to retaining clients for the long term!

If clients feel comfortable to approach you for help, or to ask questions about the work that you have just completed for them, or to just chat with you about an idea they have for a new system – it will go a very long way in building trust, and in solidifying a potential long term partnership.

Connect with your clients on a regular basis even if it's just to say hello, or to offer your help. Keep it personal and find ways to show you are available for them.

BE RELIABLE

Treat your project and your tasks like a permanent job and strive to be reliable and consistent with your deliverables.

Creating a trustworthy environment is part of delivering an excellent service and that means completing the work to the agreed standard within the agreed timeframe, respecting the client's confidentiality, and always acting in accordance with the agreed protocols.

In a virtual environment where clients don't get to see you in action – your ability to show up in their inbox at due dates will cement a long-term partnership, and go a long way to building trust.

TAKE CHARGE

Most clients are busy, which is why they reach out for support in the first place! Don't hesitate to step forward, and to be proactive to suggest ways you can help, systems you can create, and check lists you can develop. Don't hesitate to share how they can best use your talents, and what you can do for them.

The better you are at your job, and the more your clients like working with you, the more they will want to work with you, and the more chances you will have for referrals!

BE OPEN TO LEARNING

You might have amazing skills, and you might be extremely proficient in using many online tools, however, stay open to the possibility that clients might want you to use their systems, tools, and procedures - and not yours.

Stay curious, keep an open and flexible attitude, and always be willing to try new things.

OVER-COMMUNICATE

If you are starting a new project whether with a new or an existing client, one way to ensure that you fully understand the requirements is by over-communicating and asking questions until you are satisfied that you have all of the information you need to succeed. You might want to repeat in your own words as a way to mirror your understanding.

Once you have started your project find ways to over-communicate throughout the process to give periodic updates, and to check-in on whether the client needs anything. This means that even if the project is not due for a few weeks – your ability to provide regular updates will go a long way in securing repeat business.

Over-communication is key to building trust. Whether it's to write a quick email to recap next steps, send a text to confirm you have implemented a task, or using Slack to say you are away from your desk for a few hours – find every opportunity to stay connected, and to show you care!

PROVIDE REGULAR FEEDBACK

Part of building trust is transparency. Don't hesitate to communicate with your clients about how it's going (the good things!!) and about any challenges you may be facing with a goal of enhancing your partnership, and advancing the work.

As with everything, timing to schedule such meetings is key, and for this reason, unless you do all of the above things first – feedback will probably not be conducive.
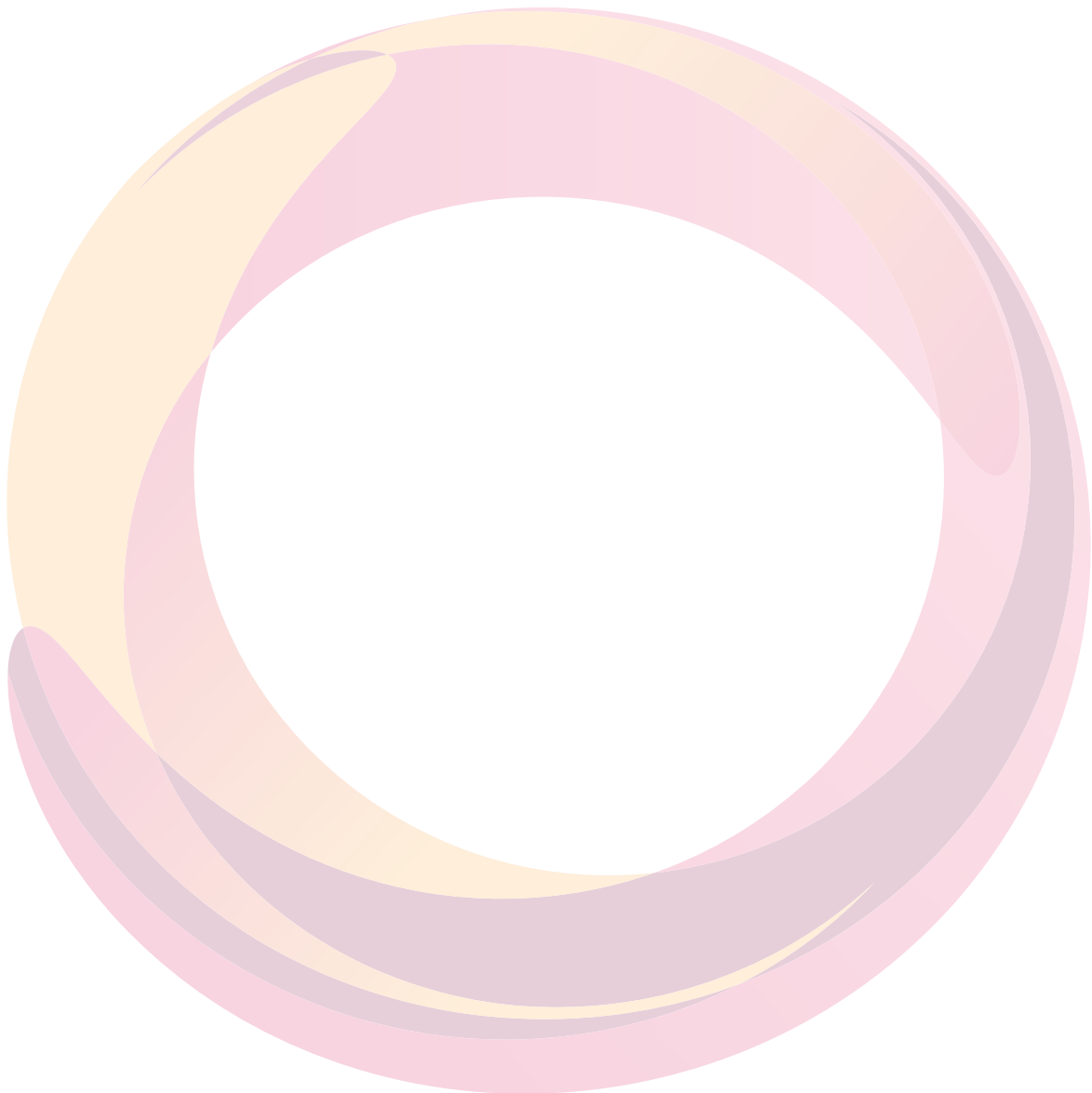
IN SUMMARY

Much of this guide is filled with common sense suggestions true to any conducive, productive, and good business partnership.

Whether you are working in-office or virtually the same level of professionalism, and reliability are required for success. However, when you work in-office, building rapport is usually a natural part of your day – and so for this reason, virtual working does require an extra bit of effort to make for long-term conducive partnerships a reality!

Create your own virtual water cooler where clients will want to come and hang out, pick your brains, use your services, and even introduce their friends!