

YOUR WOW FACTOR

WHAT GIVES SOMETHING WOW FACTOR?

Everything you'd expect PLUS something unexpected.

Doing things like that will make their review of you the 5-star review you need to get to be a top-rated freelancer. And they will TELL OTHER PEOPLE ABOUT IT.

IDEAS FOR THE UNEXPECTED

Find their address (hint: If a client has a newsletter they're actually required to add a mailing address to the bottom of it.)

Send them something nice in the mail

Ideas for the something nice:

1. Bottle of champagne
2. Handwritten thank you card
3. Box of chocolates or coffee from a local artisan in town. Find someone who ships.
4. Confetti poppers and streamers
5. Dig around and find something they would like that is unique to them

A FEW MORE HINTS

Don't send a thank you email. It needs to be tangible if it's going to be unexpected.

Add the estimated cost of the item and the shipping into the total cost of the project so you aren't spending your own money.

HOMEWORK

Send a previous client a handwritten thank you card. If you don't have a previous client, you can send one to someone you appreciate that you've learned from or worked with.