

Full blog post editing sample

Edited by Jennifer Thornberry

This blog post appeared on the website of a promotional products business. First, I will give the original post, unedited. Then, I will use track changes to demonstrate how I use it. Finally, I will give the edited post.

Original:

Win Your Clients Love With a Few Simple Steps

POSTED BY Arleen

Win your clients love with a few simple steps. Whether we are talking about new customers or returning clients follow this advice to keep them coming back for more.

3 Tips to Earn Love from Your Clients

Number One – Be on Time In the promotional products business time is always of essence. We provide custom promo items for several events and trade shows. Almost every order has what we call an “in hands date”. Garrett Specialties provides top of the line customer service so that our products are delivered efficiently and in a timely manner. With that said, I know the importance of time. If you are working on a project for your client, make sure that you have set aside enough time to get the job done right. This means you need to draw a realistic timeline. Being on time also means responding to emails in a timely fashion and making follow-up calls. When going to meetings always show up early. Your awareness of time not only shows respect for others but it leaves a great impression.

Number Two – Give Love and get Love in Return We get a lot of phone calls from our clients who need a specific type of item or need advice on the right items to purchase. For example, they may need an eco-friendly promotion or USA made items. Our customers are our priority, so we go out of our way to make sure they find what they need. This is also the reason why we provide virtual proofs which are digital mock-ups of how your logo will look on a particular product. This way your customers can easily visualize the end result. It's not just about showing your customers attention. It's about showing them that you care and if you are able to do that they will love you back.

Number Three – Communication is Key Stay connected with your clients and make real connections. I believe it's good business to make a friendly phone call to check up on your clients and see if they need anything. A simple reminder that it's time to re-order will save them the hassle of forgetting to re-order. Also, once your order has been fulfilled or when your project is complete follow-up and make sure that they are happy with the end result. To show customer appreciation it's also a good idea to include a custom gift or handwritten thank you note. These are a few key ways to win love and build client relationships.

What are ways that you have show appreciation to your clients? Have you earned the love of your customers? What else can you do to win your clients love?

With Track Changes:

How to Win Your Clients' Love ~~With a Few~~ in Three Simple Steps

POSTED BY Arleen

~~Winning your clients' love is easy with a few simple steps.~~ Whether ~~we are~~ we're talking about new customers or returning clients, follow this advice to keep them coming back for more.

Comment [j1]: Weak lead. Needs more explanation. Also redundant – same as headline.

3 Tips to Earn Love from Your Clients

Number One – Be on Time. In the promotional products business, time is always of ~~the~~ essence. We provide custom promotional items for several events and trade shows. Almost every order has what we call an "in hands date." Garrett Specialties provides top of the line customer service so ~~that our~~ products are delivered efficiently and ~~in a timely manner~~ on time. ~~With that said,~~ I know the importance of time. If ~~you are~~ you're working on a project for your client, make sure ~~that you have~~ you've set aside enough time to get the job done right. This means you need to ~~draw~~ establish a realistic timeline. Being on time also means responding to emails ~~in a timely fashion~~ quickly and making follow-up calls. ~~When going to meetings a~~ Always show up early ~~for meetings~~. Your awareness of time not only shows respect for others, but it ~~also~~ leaves a great impression.

Comment [j2]: Move this up to create second paragraph to establish authority and keep focus on giving advice here.

Number Two – Give Love and ~~g~~Get Love in Return. We get a lot of phone calls from our clients who need a specific type of item or ~~need~~ advice on the right items to purchase. For example, they may need an eco-friendly promotion or USA made items. Our customers are our priority, so we go out of our way to make sure they find what they need. This is also the reason why we provide virtual proofs, which are digital mock-ups of how ~~your their~~ logo will look on a particular product. This way, our customers can easily visualize the end result. It's not just about ~~showing~~ giving your customer's attention. It's about showing them ~~that you care,~~ and if ~~you are~~ you're able to do that, ~~they will~~ they'll love you back.

Comment [j3]: Remember, you're speaking to other businesses, not a potential customer here.

Number Three – Communication is Key. ~~Stay connected with your clients and m~~ Make real connections ~~with your clients, and stay connected.~~ ~~I believe it's~~ good business to make a friendly phone call to check up on your clients ~~and to~~ see if they need anything. ~~A simple reminder that it's time to re-order will save them the hassle of forgetting to re-order.~~ ~~To save them the hassle of remembering to reorder, give them a simple reminder.~~ Also, once ~~your their~~ order has been fulfilled, or when ~~your their~~ project is complete, follow-up and make sure ~~that they are~~ they're happy with the end result. To show customer appreciation, it's also a good idea to include a custom gift or handwritten thank you note.

Comment [j4]: Weak and redundant.

~~These are a few key ways to win love and build client relationships.~~

Comment [j5]: Conclusion – brings the three tips to an end. Separate into its own paragraph. Also needs more.

What are ways ~~that you have~~ you've shown appreciation to your clients? Have you earned the love ~~of~~ your customers? What else can you do to win your clients' love?

Edited:

How to Win Your Clients' Love in Three Simple Steps

POSTED BY Arleen

No matter what business you're in, winning your clients' love is easy with a few steps. It doesn't matter if we're talking about new customers or returning clients.

Garrett Specialties is a promotional products business that provides top of the line customer service, so our products are delivered efficiently and on time. I know the importance of keeping customers happy, and I've learned a few lessons along the way. Follow this advice to keep your customers coming back for more.

3 Tips to Earn Love from Your Clients

Number One – Be on Time. In the promotional products business, time is always of the essence. We provide custom promotional items for several events and trade shows. Almost every order has what we call an "in hands date." If you're working on a project for your client, make sure you've set aside enough time to get the job done right. This means you need to establish a realistic timeline. Being on time also means responding to emails quickly and making follow-up calls. Always show up early for meetings. Your awareness of time not only shows respect for others, but it also leaves a great impression.

Number Two – Give Love and Get Love in Return. We get a lot of phone calls from our clients who need a specific type of item or advice on the right items to purchase. For example, they may need an eco-friendly promotion or USA made items. Our customers are our priority, so we go out of our way to make sure they find what they need. This is also the reason why we provide virtual proofs, which are digital mock-ups of how their logo will look on a particular product. This way, our customers can easily visualize the end result. It's not just about giving your customers attention. It's about showing them you care, and if you're able to do that, they'll love you back.

Number Three – Communication is Key. Make real connections with your clients, and stay connected. It's good business to make a friendly phone call to check on your clients to see if they need anything. To save them the hassle of remembering to reorder, give them a simple reminder. Also, once their order has been fulfilled, or when their project is complete, follow up and make sure they're happy with the end result. To show customer appreciation, it's also a good idea to include a custom gift or handwritten thank you note.

These are three key ways to win love and build client relationships. They've worked for me in my business. If you put these steps to work for your business, you'll strengthen your customer relationships.

What are ways you've shown appreciation to your clients? Have you earned the love of your customers? What else can you do to win your clients' love?