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Make more profit using our services

I've already sent you two emails , covering the first eight principles or values of Agile'. And here we are, at the end of the list. Ready?

## ***Commandments 9 & 10***

**9) It costs less in resources (time, effort & money) to keep a customer than it does to replace them when you lose them.** Once you make contact with a prospect, never lose that contact. Remember, a regular customer is worth a lot over their lifetime. If you can extend the time they're a happy customer, the more you'll make. Know your Cost to Acquire a Customer, and their average lifetime value!



**10) Structure your marketing strategy to move contacts and audiences in an upward sales spiral,** from lead ("anything with a pulse") to prospect, to purchaser, to client, to regular, to loyal fan. Getting a lead to self-select as a prospect takes one message. Getting a one-time purchaser to become a regular customer takes a different message. You can group people together using your avatar, but there are different steps along the client pathway, and each step requires specific messaging to reassure them they've made the right choice, to convince them to buy more, and to move them up the sales spiral to the next step.

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That's it for now . I hope you find our emails thought provoking.

Your next step is to write your messages to each of those steps on your upward sales spiral. Contact me - I can help you out.

Thanks for joining me. Until next time, be well and stay healthy & happy!

Very best,

***Scott Gardner***

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