

**TURN YOUR
CUSTOMERS
INTO RAVING
FANS AND
INFINITE PROFITS**



Digital Courses: How to Turn Your Course Customers Into Raving Fans

In today's online world, customers are more visible and more outspoken than ever. Fans share their love or hate of a product by posting about the product or business on social media. When they are unhappy, the dissatisfied reviews can damage your business and reputation.

Your course's success depends on your customer base being happy. So gaining raving fans who are obsessed with everything about your company and you do is powerful in driving success to your courses.

What is a raving fan anyway?

Raving fans is a term coined by Ken Blanchard in his book, "Raving fans: A Revolutionary Approach to Customer Service." It describes customers who are so overwhelmingly pleased by the customer service and the experience they receive from a particular business that they feel they must tell everyone about it.

There are two types of raving fans: Good raving fans and bad raving fans.

Bad raving fans tell on average 15 people how awful their experience was, according to American Express. That can rapidly damage your reputation.

But the good news is that happy raving fans can help your course's success grow quickly by telling everyone they know about you.

How do you get more good raving fans?

Everyone wants raving fans but you may not know how to get them and keep them. Here are 15 simple ways to turn your students into raving fans.

1. The customer experience of your course. Focus on how you make your customers feel whenever you interact with them. Your student needs to have the best, most memorable experience you can possibly create for them.
2. Add value to your course. Give them more than they expected. Overdeliver on what you promise. You can add additional value to your course by adding free question and answer calls, bonus modules, or by creating a Facebook community or similar group community.
3. Know what our students will go through in your course. Map out their journey. How can you better understand what they want or need from your course? What kind of support do they need from you?
4. Ask your students to watch your content more than once. The more students go through the course materials, the better they will understand you and like you.

Make recommendations on what specific modules they should re-watch in your community, when you have live chats and in the course itself.

5. Keep your course updated regularly, at least once a year. When you update your course, your students see that you care they get the most up-to-date information you have, even after they have bought the course.
6. Ask for and apply any feedback you get. Listen to your fans. Gather feedback on what they liked and didn't like about the course. You can do this in different ways such as asking in your community, having them send in feedback via email or through a survey.
7. Speaking of community, create a community where you students feel welcome and gain value when they are there. Offer helpful tips, advice, answer questions and be supportive of them.
8. Set up a VIP list for students only. This email list is exclusively for those who have purchased your course. Keep them updated with exclusive content, discounts on new courses or products and nurture them with helpful content.
9. Encourage them to stay connected with you. Display your social media links in your course. Set up an automated email with a reminder for students to connect with you. You can also add this to your signature in your emails.
10. Share your story and details about your life with your students. Even mundane things such as whether you prefer cats over dogs can help nurture a relationship with your students. These details allow your students to feel as if they know you.
11. Create a brand ambassador program where certain students promote your business. Encourage them to post about your business on social media, via videos and recommendations about various courses, etc.
12. Feature the success stories of your students by gathering testimonials from them. Share them in your content, on your social media posts and in your community. This inspires friendly competition among your students to be your next success story.
13. Get to know your students well. Talk to them about what they're reading, how their day is going, and what makes them happy. And really listen to them.
14. Offer excellent customer service. Your students count on you to provide exceptional service. You can do that by:
 - Listening to your customers and acknowledging them
 - Responding promptly
 - Being friendly and courteous

- Focus on great user experience

15. Engage with your customers. Be a part of their communities. Respond to the tweets or comments they make. Search for hashtag mentions of your brand to find existing conversations already about your course.

Excited, pleased fans help your business grow. However, disgruntled or unhappy customers tend to post or comment more often than happy customers, so it's important that you have a plan in place, when it comes to negative or less than glowing feedback.

When you Get a Bad Reviews

Bad reviews are bound to happen. Here are 7 ways you can use to deal with unhappy students. They will help you reduce customer loss and minimize chances of them having a bad experience in the future.

1. Don't take it personally. And don't panic either. When you first learn of the negative feedback is not the time to respond. Take a few minutes to get yourself into the right mindset before responding. It's easy to take the criticism personally. Keep feedback in perspective. This is only one person's experience. Once you are in the right mindset, make a courteous response.
2. Respond to them in the same channel you received their feedback on. If it came via social media, then respond to them there. It will be public but don't just delete it or block them before you respond. This gives you the opportunity to show your values and concern for your students. Reply to the feedback and apologize unconditionally.
3. Be courteous and apologetic. Don't use anger, fear or other forms of emotions that will show negatively on your business. Think carefully about what you're going to say before you do. Don't get personal, don't lash out or argue against their feedback. Here's a formula I learned years ago as a customer service representative:
 - Thank the student for their feedback.
 - Acknowledge their disappointment and unhappiness.
 - Acknowledge your role in the problem. Did support not live up to standards? Was the course not communicated properly? Whatever the problem, own up to it.
 - Explain how to avoid the situation again.
 - Point out some of the positive aspects of the course.
4. Determine if the student is actually in your target market. They might be complaining because there wasn't certain training in the course, but it wasn't

meant to be a part of the course. In this situation, decide if you want to keep them as a customer. If not, follow the steps so far, then suggest something that might suit their needs better.

5. Offer to make amends or compensation in some way. Just do this out of the public eye if possible. Contact the customer directly and offer something to help resolve the issue. You can always compensate them for having a bad experience whether it's a legitimate grievance or not. Make amends with a refund, free service or product or some type of special treatment.
6. If you get similar feedback several times, chances are you need to change something. Work on what needs fixing, to address the problem. Is it a personnel problem or a marketing change? Is some part of the course is off? Customer feedback is great market research so use it to your advantage.
7. Follow up with the reviewer after you've responded to their negative feedback. Schedule a call with them a few days later to follow up. Explain how you've been thinking about them and wanted to check in with them. Discuss with them what steps you are taking to resolve the issue. Or explain the decision you've made about their grievances. Emphasize your concerns for them. Let them know you personally wanted to explain the situation to them.

Sometimes customers have legitimate reasons for giving a bad review. Other times it might just be a problem of not being the right fit for your course. Either way, take care of them and respond courteously. You never know, you might win them as a happy fan.

What's Next

Turning your course customers into raving fans begins with a good customer experience. If they feel good about the way the course was presented, how they were taken care of and felt like they mattered to you they will give you rave reviews.

You can do many things to make your customers feel appreciated and important. When interacting with your students, make them feel that you are talking directly to them. In addition, make them feel important and get to know them. Be available to help them, give them advice, and guide them when they need help. Offer more value than they expect and go over what is necessary for the course.

Offer bonuses and other free content to students who have purchased your course. Keep them informed with an exclusive email list just for them where you send them updates, free resources and exclusive deals.

Above all, treat your customers with respect and kindness.