

# THE JORDAN HARBINGER SHOW

## Worksheet for Joey Coleman | How to Ensure Lifelong Loyalty (Episode 13)

It doesn't matter if you own a business or not: everyone's got customers. And research shows that the first hundred days of a customer life cycle are the most important — if you can get the experience right within this time frame, you've got a customer for life.

Customer experience designer, award-winning speaker, creator of First 100 Days methodology, and author of the upcoming [Never Lose a Customer Again: Turn Any Sale into Lifelong Loyalty in 100 Days](#) Joey Coleman joined us for [episode 13](#) to explain how he creates experiences for customers over the tired upsell in his personal as well as his professional life.

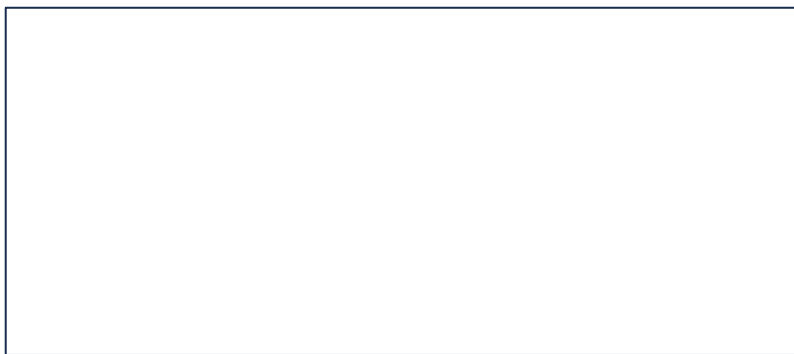
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## Who Are Your Customers?

All of us have customers. Joey Coleman highlights his experience of working on projects for NASA and the World Bank to underscore some ways in which we can reframe our thinking about who our customers might be.

**Examine your professional life. In what ways might you have customers that never occurred to you previously?**


A large, empty rectangular box with a thin black border, intended for the user to write their response to the prompt above.

**If you're in a typical customer service industry, try to make it a point to dive a little deeper. Similarly, consider the**

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**personal aspects of your life to identify “customers.” Jot down a few of these people or groups of people along with a couple of ideas about how you could implement some improvements to positively affect their experience and interactions with you.**

A large, empty rectangular box with a thin black border, intended for the user to jot down notes as instructed in the text above.

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## The Connection Paradox

To highlight the idea that we are more connected than ever, Joey mentions that research suggests a significant number of people sleep with their cell phone within arm's reach.

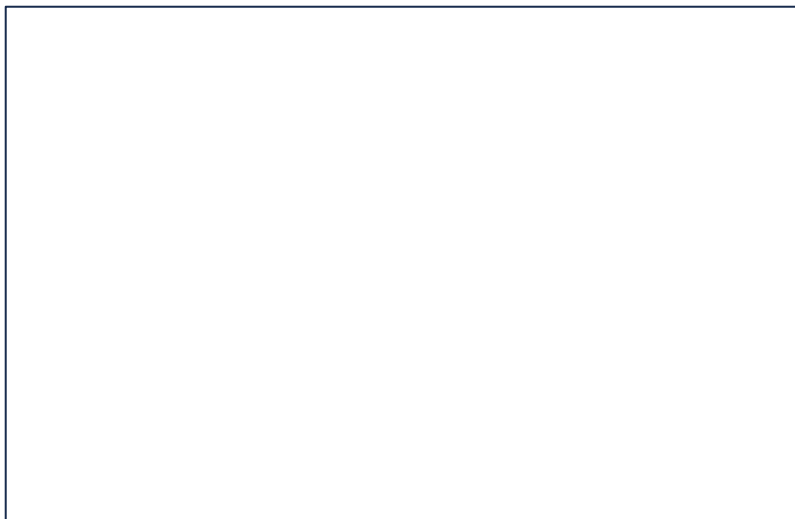
Because of the ease of access to information, we are more inundated with information than ever before and tend to feel overwhelmed, therefore, we're actually more disconnected. He recommends doubling down on meaningful relationships.

**Take some time to inventory your relationships to determine which relationships are most meaningful to you. Why are they the most meaningful? Focus on the personal and emotional connection, both for you and for the other individuals. In what ways can you be more intentional about**

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**maintaining or improving those relationships? Write down a few tangible ways that you can commit to executing for each person.**

A large, empty rectangular box with a thin black border, intended for the user to write down tangible ways to commit to improving relationships.

## Adopting an Experience Mindset

Pursuing *experiences* over things is often cited as a way to develop greater personal satisfaction in our lives.

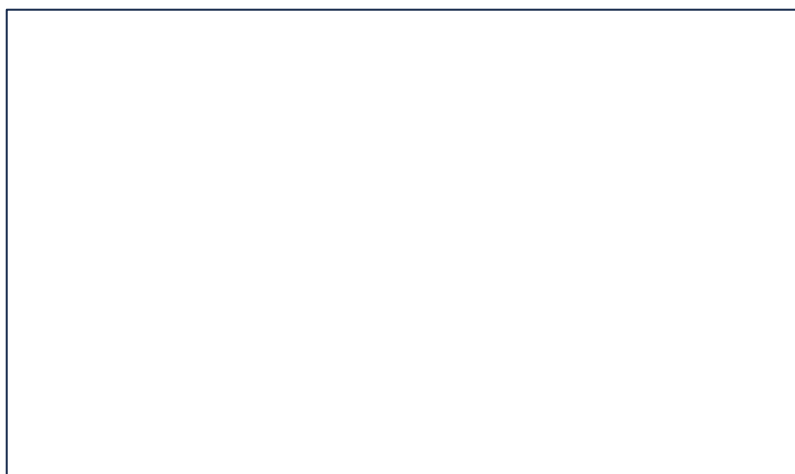
When Jordan presses Joey on the topic of adopting an “experience mindset,” Joey

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discusses his perspective on the importance of seeking out new experiences to develop perspective.

**Think about the last time you did something for the first time. How long ago was it? How did the experience make you feel? What did you learn from the experience? Write down three ways in which you're going to intentionally try new experiences in the next 100 days.**



Full show notes and resources for this episode [can be found here](#).

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## About



Join Jordan Harbinger (critically acclaimed host, formerly of The Art of Charm) as we get deep into the untapped wisdom of the world's top performers -- from legendary musicians to intelligence operatives, iconoclastic writers to visionary change-makers.

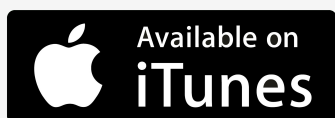
We deconstruct the playbooks of the most successful people on earth -- and learn new strategies, perspectives, and insights you can't find anywhere else. Then, take these insights into your own life and live what you listen.

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