

A MANIFESTO FOR LOCAL BUSINESSES

The ReachCloser Manifesto

The most expensive customer is the one you paid to win and then let slip away.

reachcloser.com

Reviews, referrals and repeat revenue from the customers you already have.

Reviews

Referrals

Revenue

Your best customers already **know your name.**

They sat in your chair. They brought you their car. They trusted you with their home. They ate at your restaurant. They brought you their dog.

They chose you. And they left happy.

Then, somehow, the relationship ended.

Not because they stopped liking you. Life got busy. They forgot. You got busy too, running the business, serving customers, managing employees, answering phones and putting out fires.

So nobody followed up.

And that silence quietly costs you repeat business every single month. We think it is one of the biggest missed opportunities in small business.

01

Your next sale is already on your customer list.

Everyone is chasing new leads. But your customer list is filled with people who have already said yes. They know you, trust you, and have experienced what you do.

They are not cold leads. They're relationships waiting to be continued.

We believe the easiest customer to sell is often the one you've already earned.

02

Happy customers need a reason to come back.

Most customers don't leave because they're unhappy. They simply move on with their lives. A month becomes six months. Six months becomes a year. Then they need what you sell again, and someone else gets the call.

Sometimes all it takes is a simple reminder:

"It's been a while. How are you doing?"

The right message, at the right time, can turn a forgotten customer into a returning customer.

03

Your happiest customers can become your best marketing.

People love recommending businesses they trust. But most don't think about making a referral until someone asks.

So ask. Make it easy. Give your happiest customers a simple way to tell someone else about their experience.

Great customers shouldn't just come back. They should bring people with them.

04

Your reputation shouldn't depend on who happens to speak up.

Unhappy customers rarely need an invitation to complain. Happy customers often do.

That's why we believe every customer should have a voice. Ask for feedback. Listen to the good. Listen to the bad. Learn from both. Then invite every customer to share their experience publicly.

Real reputation isn't manufactured. It's earned, then amplified.

05

Follow-up isn't marketing. It's taking care of people.

A customer shouldn't feel like a transaction that ended when the payment went through.

Ask how things went. Check in after the visit. Let them know you're still there.

Because good businesses don't just complete transactions. They build relationships.

06

Reaching out should feel human.

Nobody wants another spam message. No blast-everyone promotions. No robotic "Dear Valued Customer" emails. No messages that sound like they came from a marketing department.

ReachCloser is designed to communicate the way you would if you had the time to personally reach out to every customer: helpful, relevant, timely, human.

If you wouldn't want to receive the message yourself, we shouldn't send it.

07

Small businesses deserve the same advantage as big brands.

Large companies have marketing departments, CRM teams, and retention specialists whose entire job is to follow up with customers.

You have a business to run. A shop, a truck, a chair, a kitchen, a team.

You shouldn't need a marketing department to stay connected to the customers you've already earned.

Technology should give small businesses leverage, not more work.

Big-brand follow-up.

Without the marketing department. That's what ReachCloser is for.

What ReachCloser does

ReachCloser helps you get more value from **the customers you already have.**



01 · REPUTATION

Get more reviews. Learn what customers really think.

Collect honest feedback and invite every customer to share their experience publicly.



02 · REPEAT REVENUE

Bring customers back.

Stay in touch with past customers and reach out when it's relevant, with reminders, timely messages, promotions and offers.



03 · LOYALTY & REFERRALS

Turn customers into relationships, and relationships into referrals.

Check in after every visit, stay connected over time, and give happy customers an easy way to recommend you.



ReachCloser works around the clock across WhatsApp, SMS and email, in a voice that sounds like your business.

Our promise



We don't believe in spam.

We only communicate with customers who have chosen to hear from you.



We don't hide bad feedback.

Honest feedback makes businesses better.



We don't make you sound like a robot.

Every interaction should feel personal, useful and human.



We don't measure success by messages sent.

We measure what matters: more reviews, more repeat customers, more referrals, more revenue.

What we measure

More reviews

More repeat customers

More referrals

More revenue

THE BOTTOM LINE

You already did the hard part.

You earned the customer.

You delivered the experience.

You built the trust.

Now stay connected.

Because the customer you already earned shouldn't become **the customer you have to win all over again.**



Reach back to the customers you already have.

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