

INCREASING CUSTOMER LIFETIME VALUE

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Problems it Solves

1. What if your Customer Lifetime Value (LTV) is too low?

Let's say you've run your experiment and you've found out that your LTV is too low. This exercise will help you increase it.

2. How do you improve your solution?

In this chapter you will learn four different techniques for improving your product and increasing your LTV. At the end, you will choose one of these techniques that will help you reach your goals.

It is important to note that **you are still in "manual-solution mode."** By staying in manual-solution mode, you will be able to reach out to your customers more easily and make small changes more easily that could be critical to increasing your LTV.

Strategy 1: Measuring Emotional Delta

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EMOTIONAL DELTA 1 Problem context 2 When/how to measure before? 3 When/how to measure after?	GETTING FEEDBACK 4 What problem are they solving? 5 How much do they care about your problems? 6 When/how will you ask for feedback?
USER EXPERIENCE 7 When/how will you observe their emotional journey?	EXCEEDING EXPECTATIONS 8 When/how will you discover new customers' expectations?

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