## 5 Ways to Make More Money with Existing Customers

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#### **Existing Customers are a Gold Mine**

- Tough to get a customer in the first place ....
- Made a lot of money on building more value for existing customers
- All about retaining and then growing customer lifetime value
- Are you emailing current customers? Email is centerpoint strategy
- What are their challenges and opportunities?



## Bundles



### **Cross Sells**



## Upsells



## Coupons/Discount Marketing



#### **New Products**



## **Increasing Loyalty**



## Subscriptions



### **Bulk/Volume Sales**



### Resale/White Label/Wholesale



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