



Creating Superfans

By Brittany Hodak

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ABOUT THE AUTHOR

Brittany Hodak is an award-winning entrepreneur, speaker, and author who has delivered keynotes across the world to organizations including American Express and the United Nations. She has published more than 300 articles for outlets including Forbes, Adweek, and Success magazine, and has appeared as an expert guest on news programs on NBC, CBS, CNN, and the CBC, among many others.

The Nutshell

Creating superfan customers should be a top priority for every businessperson and brand today. Superfans are customers who are so delighted by their experience that they become advocates for it.

The SUPER Model allows any brand to work towards creating superfans, and it starts with your **S**tory. A brand's story gives it identity and helps create a unique experience for its customers.

After defining the brand's story, comes **U**nderstanding the customers' stories. Superfans are created at the intersection of their own story and the brand's story. So

getting a deep understanding of your target audience, their problems and struggles, and how you can help is the key here.

The next step is to **P**ersonalize and establish a human connection between a business and its customers. This can be done by showing the customers you love them and care for them. When the customers start to feel that way, they will love and care for your brand as well.

After personalization comes **E**xceeding expectations, remember the definition of a superfan. They have to be so delighted by their experience that they choose

to become an advocate. For this, you need to carefully craft each interaction with the customer and slowly create an experience that they'll remember and share.

Finally, you have to **R**epeat these steps. Over and over. Each time analyze your strengths and your mistakes,

making changes in your strategy to maximize engagement and success. Even incremental improvement in customer experience can result in drastic growth and profit increases in the long term.