

# TSwift

## TAKEAWAYS

**1**  
Working with, or connecting yourself to, established brands can help you gain notoriety faster.



**2**  
Exclusive offers are more attractive, and people are willing to pay more for something extra.



**3**  
Sometimes saying thanks goes a long way and adds a human element to a brand.



**4**  
Monitor what people are saying about your brand online, always respond, and keep your promises.



**5**  
Providing someone with individual advice will be remembered – and makes a positive impact.

**6**  
Connect with your customers without trying to make a sale.

**7**  
Don't let growth be an excuse for losing sight of your original goals. Reach out – personally.