

What To Include In A Client Goodbye Packet

Ending your client process on a high note is possible (and easy!) with a Client Goodbye Packet. Continue reading to find out 9 important details to include so you can provide epic client experiences from start to finish.



- ☐ Thank You Message
 - ☐ Sincerely thank your client for hiring you & being a dream client
- ☐ Deliverables
 - ☐ List all the finished deliverables and important details including accounts, passwords. And files
- ☐ Resources
 - ☐ List resources your client can refer to in the future (guides, tutorials, blog posts, & videos)
- ☐ Troubleshooting
 - ☐ Share troubleshooting steps in case they run into a problem
- ☐ Feedback Request
 - ☐ Politely Ask For Fresh Feedback Once They Get The Chance
- ☐ Testimonial Request
 - ☐ Respectfully request a testimonial once they get the chance
- ☐ Client Gift
 - ☐ Optional: give a thank you gift
- ☐ Referral Program
 - ☐ Invite them to join your referral program if you have one

☐ Additional Services

☐ Share additional services you offer so you're top of mind if and when they need help in the future

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