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 would need help in the future

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