

Creating Superfans: How to Turn Your Customers into Lifelong Advocates

Brittany Hodak

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Reintroducing empathy and personal connections to the modern business landscape, Creating Superfans is an invaluable guide.

Entrepreneur Brittany Hodak's business book *Creating Superfans* introduces a proprietary five-step system for transforming customers into passionate advocates for a business's products and services.

After years of studying the nature of fans, as well as situations in which businesses and products went viral, Hodak developed the SUPER Fan System. The system has been used by small and large businesses for cultivating more customer-centric approaches. Its core concept is the identification of and focus on "superfans," or customers and stakeholders who not only value a business but who advocate for it with self-directed passion. The system revolves around a simple conceit: empathy. Understanding customers, connecting with them on multiple levels, and ensuring that the bulk of a company's operations involve meeting or surpassing customer expectations are the system's foundation, which promises to reward businesses with increased sales and to foster environments of understanding, making customers more likely to continue to buy from them and to convert their friends, family members, and acquaintances into potential superfans too.

The five-step system uses the SUPER acronym as a memorable framework for creating the ideal superfans for a given business. Its eight sections also cleverly use the SUPER system itself to sell the book—"selling" the concept to the reader as a customer in the hopes of turning the reader into a superfan of the SUPER system itself. Each step builds on a repeatable process of identifying a company's brand, researching potential customers, connecting the brand to potential customers, and developing a business plan that keeps customers happy and passionate about the brand. As it discusses each step, the book also provides the means of defining, understanding, and sharing the key elements of the system in an effective manner. Its straightforward checklists and exercises represent opportunities for reflection and reinforcement.

Easygoing in tone, the book blends humor with tested insights, resulting in a guide that is both entertaining and informative. Its standout examples are personalized, recalling how Hodak connected with businesses that valued their customers' satisfaction, as with an online pet store that personalized its email correspondence. Interspersed throughout are graphics that condense relevant information into witty one-liners, using engaging typographical arrangements that would make for intriguing posters. By book's end, careful audiences will be able to master the system and will have been reminded of the importance of valuing customers as more than mere sales statistics.

Creating Superfans is an insightful business guide that compels businesses to reevaluate the customer experience to drive sales while treating customers and employees with respect.

JOHN M. MURRAY (December 6, 2022)

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