

“If you’re looking for inspiration for the business model of your company, Southwest Airlines is a great place to start.”

-Noah St. John, Ph.D.



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## How Southwest Inspired Business Philosophy

Read our Customer Noah’s Southwest story, which he shared with us via email.

**As an executive coach who works with Hollywood celebrities, 8-figure company CEOs, professional athletes, and elite entrepreneurs,** I’ve consciously modeled my company, SuccessClinic.com, after Southwest Airlines.

That’s because, if you’re looking for inspiration for the business model of your company, Southwest Airlines is a great place to start.

For example, I consistently tell my clients and team members: “We’re not a business and personal growth coaching company with customer service. We’re a customer service company that provides business and personal growth coaching.” That’s right out of Southwest’s playbook!

Another example: A few years ago, Southwest sent me an engraved luggage tag with my Rapid Rewards number and a card that read, “Please enjoy this token of our appreciation for choosing Southwest Airlines and Rapid Rewards. From, the Rapid Rewards Team.” The box was hand-signed by every member of the Southwest Airlines Rapid Rewards Team.

It’s yet another way that Southwest communicates that they’re not some stuffy, bureaucratic, faceless corporation. Instead, it’s a place where real people—people just like you and me—go to work every day.

In addition, Southwest Airlines is the only airline that’s never had an involuntary furlough or layoff. That’s a very impressive track record! Southwest broke the mold of traditional airlines, which means better Customer Service and happy Employees.

Other ways I’ve modeled my company after Southwest Airlines:

First, simply saying “Thank you” to your clients puts you in the top 1% in your industry, because almost no one else does it.

Second, go the extra mile to stand out from the crowd, no matter what time of year it is.

Third, show your appreciation by giving unadvertised added value to your clients, especially when it’s unexpected.

I also love being a Southwest Rapid Rewards and A-List Customer, because even during turbulent times, the ability to connect with my clients across the country always makes a big difference.

For instance, when my travel schedule changes, I know that I can rebook with ease, simply by picking up the phone or chatting with Southwest’s helpful Employees.

In short, this is an open LUV letter to the LUV Airline—a LUV story that I hope continues for many years to come! ❤️