

A happy customer pays and pays and pays

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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
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By John Karnish

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As in any business, not just an internet business, it is extremely important to treat your customers like the finest jewelry. You don't want jewelry to tarnish, because its value will radically diminish. You also don't want to tarnish your relationships with your customers. They're the life-blood of your business and will decide the overall success of your business.

Suppose you get two offers for a product that you're interested in. Both are offering the same product, but one is from a company that you've dealt with in the past and also had a positive experience. Which company are you going to buy from? The stranger, or the business you had a positive experience with?

"What you reap is what you sow." The better you treat your customers the more likely they are to continue buying from you. While others may make a quick profit by selling an inferior product with a high mark up, you'll be much more successful in the long run by offering nothing but the best service and products to your customers.

Many marketers start out by offering a product or service where they actually lose money. Why would they do this? Well, they know that the real money is in repeat sales.

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Think about it. On the web, most marketers make one sale out of every hundred visitors. Those visitors may not trust you because of past bad experiences on the web. Some may have clicked a wrong link. Some may be curious but not certain if they'll get their money back if they're not satisfied. Plus, **YOU HAVE TO WORK VERY HARD JUST TO GET THESE VISITORS!**

Now consider that you've been in business for five years and have a long list of happy customers. You do no work to attract your prospects, you have their names and they look forward to receiving your

offers. They know you and trust you. They don't think of you as a stranger but as someone who is trying to enrich their lives. They know that if they bought a product they're not happy with, you'd insist they get their money back. Plus you know exactly what kinds of products they want to buy.

You're doing **NO WORK** to attain these customers and these are the people that will buy time and time again. You won't have one in a hundred people buying, your numbers will be much higher and your name will get spread around the web as someone that's honest, fair and helpful, which will encourage more people to buy.

Here are some rules and suggestions you should always stick by if you truly want to be successful. Some may overlook them and have some success in the beginning. But, as time passes, those who follow these rules from the beginning will prevail in the years to follow.

* Only offer products that you would use yourself. If your customer isn't happy with your product, you probably lose all future sales.

* If your customer requests their money back, don't get hostile and argumentative. Return the money as fast as possible and with very few or no questions. Even though they didn't like the one product, they might order in the future because

they'll know that they will always be able to get their money back without any hassles.

* Always respond to every e-mail ASAP!!!! I can not stress this enough. I can't tell you how many businesses lost me as a customer because of lack of support. Try to answer every e-mail within the day no matter how many you receive.

* Send out personal e-mails on special occasions. If you know a customer's birthday, it costs very little to send an e-mail and will really impress her or him. It would be easy to have someone set up a program to automate the entire process.

* It's always good to add special free bonuses with your offers, but what about sending an extra secret bonus that the customer doesn't know about. This

will really make you stand out above your competition.

Car Insurance - Protect Your Second Wife!

By NamSing Then

Auto insurance in general, which includes car insurance is an insurance consumers can purchase for cars, trucks, and other vehicles. It's mainly meant to provide protection against losses incurred as a result of car accidents and also thefts of vehicle. It also includes losses arising due to natural calamities. To have your car insured is mandatory by law. When you insure you get a "policy" which is based on a variety of factors including the type of car you drive, as well as what kind of insurance you want, as these policies are actually a package of different types of insurance coverage. They can be classified as:

- Liability – This coverage pays for accidental physical injury of the body and damage to others' property. Injury damages include medical expenses, pain or suffering and lost wages. Property damage includes damages to the automobile. This coverage also pays for defense and court costs. State laws fix how much liability coverage you must purchase, but you can also get more coverage if you wish.
- Collision – This insurance pays for damages to your vehicle caused by collision with another vehicle or object.
- Comprehensive – This coverage pays for losses or damages to the insured vehicle that doesn't occur

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in an auto accident. The possible types of damages comprehensive insurance covers include loss caused by fire, wind, hail, flood, vandalism or theft.

- Medical Coverage – Pays medical expenses regardless of whose fault it was as long as the expenses are caused by an auto accident.
- PIP – Personal Injury Protection (PIP) – This coverage pays medical expenses for the insured driver, regardless of whose fault it was, for treatment due to injuries arising in an auto accident.
- Uninsured Motorist – Pays for your car's damages when an auto accident is caused by another driver who doesn't have liability insurance.
- Underinsured Motorist - Pays for your car's damages when an auto accident is caused by someone who has insufficient liability insurance to settle all your claims.
- Rental Reimbursement – This type of insurance will pay for a rental car if your rented car is damaged due to an auto accident. Often this coverage has a daily allowance to be paid for at the time of renting a car.

Certain insurance policies club together a number of these types of coverage. Depending on the laws that exist in your state you have to choose the insurance you want for your car. Even though the state may not require extensive insurance, extra coverage may be worth the expense as it is possible that you may be straddled with thousands of dollars because of an auto accident.

NamSing Then is a regular article contributor on many topics. Be sure to visit his other websites

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