

AIN'T WE WONDERFUL!

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By Pat Quinn

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It may come as a surprise to you to discover that customers don't buy your products or services because they feel that you have a right to make a profit. In other words, their motive for doing business with you is not to help you buy the latest Jaguar or put your children through college. You think this is a joke? Recent research shows that something like 60% of businesspeople place more importance on what they will get from a transaction than on what their customers will benefit.

In essence, their profitability is more crucial to them than is customer satisfaction. And it shows.

If you are in any doubt about this, cast your eyes over the myriad of ads, brochures, websites and so on that major on the successfulness of their organisation, as opposed to the benefit their products or services might be to the customer.

Certainly, they pay lip-service to customer satisfaction, but beneath this thin veneer of eye-shine is the belief, probably implanted at birth, that their bottom line takes precedence over everything.

Oddly, advertising agencies are among the worst offenders in this respect. Their promotional material illustrates what great work they have done, and states how many millions they billed in the last financial year, but none (and I mean none) tell you how much product their efforts have helped shift. To put it another way, none bother to demonstrate what benefit their services have been to clients.

While I am on the subject, there's something else just as puzzling which may have escaped your notice. I refer to the ubiquitous advertising awards handed out to agencies by various advertising organisations around the world. These awards are given, without fail, to campaigns that are outstandingly funny, or technically slick, or wonderfully realistic. Rarely, and I mean never, are these awards made on the strength of how much product a given campaign has sold. They don't even take into account response rates or conversion rates generated by a campaign.

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Such figures, I agree, would involve a little trouble to collate, and there would no doubt be quite a bit of trickery in the shape of false returns to overcome. But I feel that a yardstick of this kind would be far more worthy - and more relevant – than one which considered only the creativity or the cutting-edge techniques involved in a piece of work

Over the years, I have won dozens of awards for my clients; and very grateful I have been for them. A copywriter who can tote a portfolio or a showreel filled with award-winning material is guaranteed work for life. Likewise, the ad agency that employs him will see its equity rise and rise. And the client? Well, who gives a damn about the client. His products and services are merely vehicles upon which an agency can ride to glory.

The moral is clear. Rather than thinking what your customers can do for you, think what you can do for your customers. With this kind of philosophy, your profits will take care of themselves.

Patrick Quinn is an award winning copywriter with 40 years' experience of the advertising business in London, Miami, Dublin and Edinburgh.

He publishes a FREE monthly newsletter, AdBriefing. Subscriptions are available at:
<http://www.adbriefing.com>

None

Today, A Wonderful Day

By Hifzur Rehman

Believe me, today is the most wonderful day of your life! You live in today; drink, dine, walk, talk, work and play today. Living today is not enough, make it a wonderful day for you.

In order to make your today a wonderful day, get up from the bed early in the morning. While brushing your teeth, brush away the unfounded fears about today. Look in the mirror and say: "It's a wonderful day".

Go for a morning walk. Look what you were missing in your life. The chattering of birds, the smile of flowers and the (good) morning breeze gently touching your body. What a wonderful day!

After oxygenating your body in the open air, sit down crossed legs on the floor in a quiet place and go into deep meditation for 20–30 minutes with your eyes closed. Now open the window of your imagination and see with your "inner eyes" a giant YOU (a very energetic, fearless and confident person). Visualize the real YOU, a very powerful person within you. Take the divine energy from your inner-self and charge your body with the high powered currents. Isn't it amazing! Lucky you! No doubt, it's the most wonderful day!

What can be more refreshing than taking a hot water shower cleaning your body from head to toe.

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While shaving your beard, shave away the weeds of fear, self-pity and helplessness. Rather grow an imaginative beard of faith, courage and confidence. Now look in the mirror with your newly grown beard. Smile, smile, smile; it's a wonderful day.

Don't forget to eat a nourishing breakfast. Your body needs energizing food to maintain a good posture and a positive attitude. Oh no, don't switch on the TV in the morning. Let the "dear devil" sleep. The TV people like to show "breaking news" and you know any "bad news" is a "breaking news" for them. Don't allow the TV to take away your smile and push you in the negative territory. It will be a disaster for you. Instead, play your favorite music and sing "it's a wonderful day".

Reaching your job place a few minutes before the start of work gives you the positive feeling of being ahead of others. Shake hands with your co-workers, smile and say good morning, I wish you a wonderful day.

Monday is the day when people have to push themselves to go to work. What a pity! Monday should be the most wonderful day for you. What can be more satisfying than the feeling that after a gap of two days, you are back to work. Enjoy your work. Be proud of your work.

During the day whenever you feel depressed just say the magical words "it's a wonderful day" and see how the depression melts away.

Make every effort to make today a wonderful day. Those who lived yesterday are sleeping in their graves. Those who will live tomorrow, we don't know. The only living day is today and it's a wonderful

day for the person who knows the dignity and honor of today.

Hifzur Rehman, the owner and editor of

is helping people in

motivating them to reach their goals in life. This website provides free inspirational articles, useful tools, tutorials and other material for a better and more rewarding happy living.

Today, A Wonderful Day

What Do Mothers Want?

Explore The Camel Trail In Cornwall

Holiday In Maremma Traveling Through Pitigliano, Capalbio, And Saturnia

Air Travel around the world and let your cares fall by the wayside as you take wonderful vacations.

The First and Second Adam

Bread And Biscuit Baker's And Sugar-Boiler's Assistant

Wonderful Wedding Favors and Wedding Gifts

Vintage Crochet Patterns Bridal

Profitable Crafts Vol 1

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