

Be Patient? Nah, Let's Kill Something!

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Be Patient? Nah, Let's Kill Something!**

**By Harry Hoover**

**Be Patient? Nah, Let's Kill Something! by Harry Hoover**

There's the old joke about the two buzzards sitting in a tree overlooking a highway. One responds to the other, "Be patient? I'm hungry. Let's kill something." Just like that buzzard, it is not in the nature of most marketers to be patient for business to grow. They want to go out and "kill something," too.

The trouble is that most marketers go after new business the wrong way. They want to "take down" the new piece of business using all the tools of the trade from advertising and direct mail to cold calling and event marketing. This is an expensive way to drum up business. Your existing clients are just waiting to tell you about people they know who could use your services, and then help sell you in to these people they refer. Not only is this more cost effective, it practically guarantees the prospects will share the same characteristics of your best customers.

"OK, Harry," you're asking, "but how do I do it?"

The first rule of getting referrals: ask. When should you ask? Let's review.

– After your customer has purchased something from you is a great time to ask. The new customer is pumped up about your offering and you can harness that energy by asking for names of others who could benefit from doing business with you.

## Be Patient? Nah, Let's Kill Something!

– Upon delivery of your product or service is the next time to ask. The benefits of your offering should be readily apparent now, so you can remind the customer of the importance of their referrals.

– Anytime you have personal contact with your customer is a good time to ask. You are continuing to build a relationship with them and can use the opportunity to ask for referrals. Don't ask more than three times per year.

Many people hesitate to ask for referrals because they are not sure how to do it. Just be honest. Tell your customers that referrals are very important to the growth of your

business, and that you want to grow it with people just like them. Remind them that the people they know will benefit from your service the way that they have. Then, ask.

Tell your prospect that you'd like for them to give you the names of three or four people who might benefit from your services. Pull out a sheet of paper and pen and look expectantly at them. If they can't immediately give you names, ask some prompting questions. Such as:

Who are your three best friends?  
Who are the most successful business people you know?  
Can you think of anyone who would benefit from my services?

Write the names down and keep writing until the customer runs out of names. Then, go back and ask for contact information for each one.

Thank the customer in the way you feel most comfortable. Some people like to send a gift, others will just drop a note of thanks. Some wait to see if the referral becomes a customer and then send a higher end gift. Do whatever works for you, but do thank them and keep them in the loop, letting them know about your follow up and the outcome of your prospecting.

So, don't just sit there in your tree. Get out there and kill something.

**How a 7th grader taught me a valuable marketing lesson**

By Erik Lukas

### How a 7th grader taught me a valuable marketing lesson by Erik Lukas

I was seeing my younger brother (we're quite a few years apart), as I'm prone to do. He's a great kid. When he smiles, you've gotta smile along with him. It's just impossible not to.

But this is about one time he got on my nerves a little.

Ok, a lot.

We were driving to the park to play tennis. I'm trying to teach him how to play so he'll be as good as me... err, better. Anyway, there we are, driving along. I'm flipping through the stations, looking for something good. I go past something he likes. He says, "Turn that back on."

At this point, the radio dial has stopped on a classic rock station, playing CCR, always a favorite of mine. They just rock! Well, because this is on, I say, "Sorry, but I wanna listen to this song for a minute."

Yes, I'm mean, cruel, whatever. But the song he wanted to listen to was some new whiney alternative band, which I don't particularly like (ok, that's an understatement).

He says, "I'm going to do this until you turn it back on – (high pitched voice) nah nah nah nah! nah nah nah nah! nah nah nah nah! nah nah nah nah! nah nah nah nah! "

This goes on the entire ride there. I turn my music up a little. But I can't give in now. I'm too stubborn and it will give the kid a bad message.

I weather the storm.

By the time we got to the park, which was about 15 minutes away, I'd heard him say "nah nah nah nah" about 7,300 times.

He informed me he was going to do it on the way home too, unless he got control of the radio. So I caved. I said he could have it.

We got out and walked towards the courts.

What's the marketing lesson, you ask? Repetition.

Repetition.

Repetition.

It's been proven in traditional media like direct mail that a consumer must be exposed numerous times to a sales message before a firm gets the optimal number of sales. In direct mail, it can go as high as the 7th mailing or more before you get the bulk of the orders.

The online environment presents a different challenge. Online we must either get immediate action from a skeleton site with no further interaction, or create a more personal system with lots of contacts.

An ezine is the perfect place to develop a rapport with your subscribers that allows you to cut down on this rule of repetition. Or, you can use it along with repetition, by repeatedly offering your newest product to your readers. But, please, if you're going to do this, reword your offer every time. This will be the most effective way to present your offer.

Now, of course, you don't want to irritate your visitors with your repetition like my younger brother did.

You just want to get your message in front of them enough times that it actually gets their attention.

And if you ever, ever run into me and say "nah nah nah nah" to me, I will not buy from you. I will clock you. But if you present your sales message to me repetitively in a professional, yet personal manner, I may become a paying customer.

Be Patient? Nah, Let's Kill Something!



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**