

This Free E–Book is brought to you by Natural–Aging.com.

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

Build Your Database – Build Your Profits

By Noel Peebles

Build Your Database – Build Your Profits by Noel Peebles

It's been said that it costs five times more to attract a new customer than to keep an old one. Despite this, most businesses spend an enormous amount of time and effort chasing after new customers.

Why do things the hard way? It is far more lucrative to reward good customers by simply encouraging them to remain loyal to your business. The first step to achieving this; is to build a good database and stay in contact with your customers and potential customers.

Here are some no–cost/low–cost marketing tips that almost any business can use to add customers to a database and put dollars in the bank.

One idea is to build your customer database by offering a prize draw. As an incentive, you could give away a product or a special discount.

If you are running a retail store or office, you could place a jar or fishbowl on the counter or reception desk for business cards. Then at the end of each week or month, draw a winner.

Some customers won't have a business card. So, it's a good idea to have a stock of plain cards on hand for those people. Use brightly colored cards as they will add to the excitement and attract attention to the fishbowl. A local printing company will probably have some free

off-cuts to use.

Another idea applies to when you offer specials to your customers. Whenever possible, take a note of their name, phone number and/or email address. The following month you can make these people another offer as a reward for taking up the original offer. You'll find you get a high percentage of successful sales.

If you are operating over the internet, offer a free report

to build your database. Another idea is to offer a free mini-course or newsletter ezine. Thanks to the wonders of technology, these can be delivered instantly over the internet using an autoresponder.

I use an autoresponder company called Get Response. They have proven to be extremely reliable. You can choose from their totally free autoresponder service or their paid Smart Responder Pro service.

<http://www.getresponse.com/index/41211>

Both are good – which one you choose really depends on your needs.

I personally use their paid service as it's ideal for managing my growing ezine database. If you want to see this service in action, you can subscribe to my free mini-course and ezine using one of the special email addresses they have provided for this purpose. Simply send a blank email and your free mini-course will be delivered almost instantly by autoresponder to your email inbox. instantsellbusiness@ReportsNetwork.com

Building a database doesn't need to be difficult. The key is to be organized and to be proactive!

When you sell to a new customer add them to your database immediately. Then simply keep in touch with them, or list a date to contact them. This might be for a car service check, a haircut, a carpet clean, a pet's injection or whatever makes sense in your business. On the contact date send a reminder letter, email or phone or call them to offer an appointment.

It's easy and a lot cheaper than continually chasing

after new customers. Build your database and you'll build your profits!

© Market Leaders Limited. All Rights Reserved.

NOTE: The following information must be included if you reprint this article:

Get Your 100% FREE mini-course "17 Powerful Secrets That Have Made Business Owners Into Millionaires."
100% FREE! Simply send a blank email to:
instantsellbusiness@ReportsNetwork.com

Noel Peebles has bought, developed and sold several of his own businesses, and has been involved with the purchase and sale of many others. He has fifteen years of 'hands on' experience, directing his own highly successful retail businesses, including franchise marketing and business development. He also has his own public self-storage complex. And, he's traveled extensively to over forty countries.

Excelling with Online Marketing

By Richard Kraneis

Do you want to build a successful online business?

Then start using online math and use Microsoft Excel.

I've written an e-book this year that sells at a profit. In fact, I've written 2 e-books that sell at a profit (I'm thankful to all my Internet friends who have helped me.). I can't imagine anyone selling anything on the Internet without using Excel to keep score on profits and performance.

Are you making a profit or running at a loss? A plain old Excel spreadsheet (or Lotus) will get the job done for you. Are there any trends in profits (or losses) for your online venture? Excel graphs make it easy to see (and sometimes predict) trends.

When you started your venture, how did you estimate the demand for your product on the Internet? I did research on Overture to predict the volume of my Google paid click impressions. Using Excel was a key part of that process.

Whenever I make an e-book sale I add it to my Excel sales database. I click on an Excel macro button that automatically re-formats my email sales notification into a record in my e-book sales Excel

database.

Over the past year I've used a powerful Excel technique called a pivot table to analyze my e-book sales database. This is what I learned about my e-book sales:

1)Tuesday was my slowest e-book sales day. I corrected the sales problem by mass mailing offers on Tuesdays. Tuesdays are better now.

2)My e-books have sold in over 37 countries. But 90% of my sales came from just 5 countries. Solution? I adjusted my advertising mix to better spend my advertising dollars.

3)Finally, men purchase about 70% of my e-books. Women purchase 20% and 10% of purchases are from unknown genders (people that use initials only). Solution? None yet. Women just aren't buying my e-book as much as I'd like. But if I find a great copywriter who needs to learn more about Excel I'm in business. We can trade.

Would you like to find an unexpected ally for "Excelling with Online Marketing"? Just check your personal computer. If you have Excel (or Lotus) than you already have a great tool for tracking not only online marketing profits but all kinds of online marketing performance. Build a simple spreadsheet for tracking your weekly profits and then advance to other techniques for measuring online marketing performance.

So, that's it for today. I know that I'm just a first year online marketer and have much to learn. But, I'm

"Excelling" with Online Marketing and you should too.

Copyright 2004 Richard Kraneis

Richard Kraneis is a computer training consultant, e-book author, and an aspiring online marketer. Online marketing on the Internet reminds him of his favorite hobby, fishing. His website is

. You can reach him at

. (He's looking for a great, up and coming copywriter for future projects.)

Excelling with Online Marketing

How To Use Database Marketing To Skyrocket Your Online Profits

Backing Up And Restoring Your MySQL Database

Why Web Designers & Webmasters Should Promote Themselves as Problem-Superior to Dreamweaver?

The Gurubuster Doubler

The Great Big Book of Internet Marketing
Build Your Own Mail Order Empire
Free List Pro
Clickbank Automation System



This Free E-Book has been brought to you by Natural-Aging.com.

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