

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!

Create a Memorable Impression at Your Home

By Liz Hekimian-Williams

Create a Memorable Impression at Your Home by Liz Hekimian-Williams

How will you create a memorable first impression to your home? Think outside, original, creative and something you don't see just about everywhere. Wouldn't that have your eyes taking note? Don't get too outlandish though! You have to maintain that delicate balance between being memorable and being tasteful. In other words, think about your idea relative to acceptability guidelines of any deed restrictions there might be in place within your neighborhood or if you might offend any overly sensitive or traditional neighbors.

Decorating the exterior of your home for a memorable impression should, above all, be fun. Think about the image you want to portray to anyone who visits your home. But also think about what's important to you, your values, the things you enjoy about homeownership and your property but perhaps haven't yet developed or emphasized enough. Don't forget that YOU need to enjoy the look and feel of your space as well.

For instance, if you like birds or birdwatching, you can add a birdfeeder and/or a birdhouse. These come in many different styles and your choice will further "tell" a bit of a story about you. Folks are likely to feel and imagine different things about you and your home when seeing your whimsical little wood cabin type birdhouse complete with a little sign that reads "Gone Fishing" on it, compared to seeing your inspirational angel birdfeeder with wings outstretched holding out her gown with birdseed in it.

If you'd like to add any type of seating in your front yard or porch area, let it be practical but also let its materials and design speak to your soul. Think about making a more natural seat out of materials you have on hand or can inexpensively obtain. One of the more memorable seats I recall was simply made out of a tree trunk that had been laid down horizontally and placed strategically within the owner's landscaping plan for use as a natural log bench.

Windchimes can be a memorable addition to your outdoor decor too because they add both a visual element as well as an auditory memory. The more of our five senses that are activated, the more likely we are to remember something. You'll find that the sounds of windchimes can vary greatly due to the

different materials, shapes, and sizes that they are available in.

If you'd like a personalized and memorable novelty for your front yard consider getting a custom engraved rock! You can now personalize stones with an image, your family name engraved within the rock, your address and/or an important word or quotation on it. Engraved garden stones, such as these, are among some of the newer ways some homeowners are using to decorate their front yard to create memorable first and long-lasting impressions.

Copyright 2003 Elizabeth Hekimian-Williams

Liz Hekimian-Williams is owner of Giftsprings.com, an online gifts and home decor shop where you

can find many indoor and outdoor home decorating novelties including custom engraved stones.
<http://www.Giftsprings.com>

How To Recover Your "Almost Customers"

By Bob Leduc

How To Recover Your "Almost Customers" by Bob Leduc

How To Recover Your "Almost Customers"
Copyright 2003 Bob Leduc
<http://BobLeduc.com>

You'll always need to find new prospects for your business. But don't overlook the prospects you already attracted. Many are close to buying. Use these four simple procedures to convert those "almost customers" into paying customers.

1. Make A Memorable Impression

Create a reason for prospects and customers to notice you ...and to think of you when they encounter a competitor.

Many prospects who do not buy from you the first time will come back to buy later. Existing customers will also remember you. They'll come back to buy again – and they'll send pre-sold referrals to you.

One easy way to establish a memorable identity is to create an important reason for customers to do business with you instead of with your competitors.

Create a Memorable Impression at Your Home

The advantage you offer doesn't have to be dramatic to be memorable IF you promote it aggressively. It can be as simple as delivering faster results, more personalized attention or a better guarantee than your competitors.

Tip: Combine several small advantages like those described above to create a big (and more memorable) advantage over your competitors.

2. Follow Up Consistently

Most prospects do not buy the first time they see or hear about you. But they will if you follow up with them.

Your follow up can be as simple as contacting them occasionally with a new offer. Or it can be more complex such as publishing a weekly newsletter with useful information and articles.

If you don't already have a way to collect their address, you can get it by offering a valuable gift that you deliver only by email or postal mail.

For example, offer a special report, a list of sources or some other valuable information they cannot get anywhere else. These are valuable to customers and prospects – but they won't cost you much to provide.

3. Make Sure You Answer These 7 Buyer's Questions

Prospective customers will not buy from you until all 7 of the following questions are answered. Customers may not consciously think about these questions. But they will not buy until all 7 are answered in their minds:

- 1) Exactly what are you offering?
- 2) Why do I need (or want) it?
- 3) How can I believe your claims?
- 4) Why should I get it from you?
- 5) How fast can I get it?
- 6) What if I don't like it after I get it?
- 7) What do I need to do to get it?

Make sure you answer all 7 of these buyer's questions in your web site, sales letters and other selling tools.

Tip: Present everything in term of the benefit it provides to customers. For example, don't just list testimonials from satisfied customers (your answer to question 3). Point out that those testimonials prove you really do deliver what you promise.

4. Keep Your Ordering Procedure Simple

Use an uncomplicated and fast ordering procedure. Every additional action you ask customers to perform and every additional decision you ask them to make after they already decided to buy can cause them to reverse their decision.

For example, many online marketers use a shopping cart to process their orders when they could use a simple online order form. Each unnecessary step in the shopping cart process is an opportunity for customers to abandon their order ...a sale lost needlessly.

Tip: Don't ask for unnecessary information during the ordering process. Instead, send a personalized "thank you" message after the sale and include a brief request for the

additional information.

Don't overlook the easy sales you can get from old prospects that are almost ready to buy? Use these 4 simple procedures to cultivate your "almost customers" and turn them into paying customers.

Bob Leduc spent 20 years helping businesses like yours find new customers and increase sales. He just released a New Edition of his manual, *How To Build Your Small Business Fast With Simple Postcards ...and launched *BizTips from Bob**, a newsletter to help small businesses grow and prosper. You'll find his low-cost marketing methods at: <http://BobLeduc.com> or call: 702-658-1707 After 10 AM Pacific Time/Las Vegas, NV

Create a Memorable Impression at Your Home



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!