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Customers Will Teach You!

By Al Hanzal

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The fastest and safest way to improve your small business is to create a business niche for yourself. Create a niche, promote your expertise, customers come knocking at your door and you make more profits.

If you will let them, your customers will teach you where to take your business. The strength of your small businesses is your ability to learn from your customers. You have constant contact with your customers. They will teach you how to make more profits in your business. They will show you where to create your business niche.

This 15 minute exercise uses five of your favorite customers. To complete the exercise, think about and remember the names of five favorite customers. Remember the buying process they had with you. Take a moment to write down their names.

Below is a list of reasons why customers buy products and services. For each of your five customers indicate what reason, (they may have two reasons), why the customers purchased from you.

Reasons Customers Buy from You

- They bought because of my credibility
- They bought because of my guarantee
- They bought because of my solution to their problem
- They bought because of immediate gratification
- They bought because of the neatness of my business
- They bought because of my price
- They bought because of my convenience
- They bought because of my professionalism and expertise
- They bought because of other's opinion of my business

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- ___ They bought because of my customer service
- ___ They bought because of my quality
- ___ They bought because of my innovations
- ___ They bought because of their great shopping experience
- ___ They bought because of my brand name
- ___ They bought because you made it easy to shop
- ___ They bought because of my reputation

Market what's working!

As you look at the reasons you checked, what pattern emerges? What are the reoccurring reasons customers are buying from you? If these are the reasons why five of your favorite customers are buying from you, how can you promote these same reasons in your business, your marketing and your advertising?

The process is simple. (If you want to be more sophisticated, complete the same exercise using a larger number of your paying customers). You are taking what is successful and reproducing it, enhancing it, in other areas of your business. You take what's working with your favorite customers and broaden its scope to other parts of your business. This will help increase your profits. This is also the foundation for creating a business niche.

In this simple exercise, you let your customers teach you how to make more profits. They are also showing the direction in which to create your business niche.

If you want to learn more about the niche building process, you will want to read my free report, "Niche Building: More Profits with Less Effort". This report shows you how niche building can increase your profits with fewer efforts. It's free! Just click "reply" to this email or send me an email at Al@hanzal.com and on the subject line, put "Free Niche Building Report". I will send you the free report.

Next month, we will explore other aspects of business niche building.

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10 Bonuses That Will Sell Your Products Faster!

By Larry Dotson

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1. Consulting—Give your customers advice on topics related to your product or service. You can consult via e-mail, message board or chat room.
2. e-Book—Compile related product information or instructions into an ebook. You could publish it in text, pdf, html or exe format.

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3. Customer's Only Discussion Board—Make a place online for your customers to communicate about your business or similar information.
4. E-mail Newsletter—Publish an informative e-zine that keeps your customers informed of important or helpful information related to their purchase.
5. Private Web Site—Give access to a private part of your web site were customers can find helpful information non customers can't access.
6. Download Software—Allow your customers to download software that's similar to or compliments their main purchase.
7. Online Utility—Give customers a web utility that will make their life easier. It can be a calculator, graphic creator, web site submitter, etc.
8. Chat Room Class—Teach your customers how to better use your product or about a subject that relates to their purchase.
9. Online Video—Allow customers to download or view a related how-to video or informative seminar right over the internet.
10. Online Audio—Allow customers to download and listen to a recording of an expert that is being interviewed right over the internet.

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Prices Ever Again!