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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Discover 3 Alternative Methods to Boost Quality Testimonials

By Catherine Franz

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Here are three alternatives to increase your testimonial numbers or their quality. Create an online diary or blog, use an auto responder method, set up a form on your web site or set up a survey.

1 --- Set up an Online Diary

Usually an online diary is a fun way to keep friends and family up to date on what is going on in your life. Online diaries can also be used for testimonial submission with conversational style recommendations about your product/service. Online diaries are offered on many web sites, even famous persons like Oprah, Dr. Phil, or Tony Robbins.

You set it up on their site and paste the page link into your "thank you for purchase" auto responder, on your web site or into other marketing materials. Include a 1-2-3 learning experience on what is included in a good testimonial with various examples. People will appreciate the learning opportunity by taking the time to complete the process. In addition, their quality will increase.

Online diaries are updated frequently, thus giving a higher perceived value. They also have a warmer conversational style that increases reader connection. Because a diary is considered "private", it increases curiosity and they will read longer.

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Two additional blessings are that you will save transfer time and others will read the other comments.

The offside is that you will want to monitor the entries to avoid some kids having fun.

You can also enter regularly updated customer comments received through other means on the product/service improved their life.

You can increase credibility by including the customer's profile. Include their picture or audio testimonial or a

video segment of them using the product. You can also scan in and include handwritten letters or notes you receive.

A blog is an upgrade of the online diary with additional controls.

There was online diary software available to help you set up your own online diary, however, blog software replaced it.

Resources:

Set up your own diary at: <http://www.diaryland.com/>. They provide a personalized URL: your-name.diaryland.com. I recommend this resource because I like the personalization capability.

Here is a course on how to set up an online diary at: <http://personalweb.about.com/cs/htmltutorials/a/310emailcourse.htm>

Here is some great startup information on blogs: <http://www.creativity-portal.com/howto/writing/blogging.html>

2 -- Auto responder Method

After they make a purchase or receive a freebie set up an automatic auto responder requesting a testimonial. You can include a link to the online diary as the only choice or as part of multiple submission options.

If you offer an ecourse, forward them a progress report request. This can easily be set up in the auto responder

system for easier production. Ask them no more than 3–5 questions that don't encourage yes/ no answers. Ask them to rate their learning experience or make suggestions too.

Resources:

All about auto responders:

http://marketing-of-training.com/expert_advisors/ask_massimo/2002-03-23.htm

How to Write a High-Profit Auto responder Series

<http://javafaq.nu/article232.html>

How to Use an Automatic Responder for Effective Prospect Follow-up

http://www.isitebuild.com/automatic_responder.htm

3 --- Fill-in-the-Blank or Multiple Choice Form

You can design a "fill in the blank" or "multiple choice" form in HTML or in text. HTML is easier to complete yet can take too long to down load if long or in some international browsers.

You can send the form through an auto responder system before or after completing something. They make the purchase you automatically send them the form. The form makes submission easier for them to complete and will increase the response rate.

There are software packages and vendors who will set up this form and track the results for you.

Resources:

How to Write HTML forms:

<http://www.cs.tut.fi/~jkorpela/forms/>
<http://www.w3.org/TR/REC-html40/interact/forms.html#h-17.1>

3. Web Survey Collecting

Use web surveys to gather their recommendations. There is software to help you create surveys and track the results. Survey hosting can be an online based or PC-based product.

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Web Survey Software

Perseus Software: Free trial offered, several versions available, price range \$495–\$995

<http://www.perseusdevelopment.com/softwareprod/download.html>

Survey–Said software

<http://www.surveysaid.com/survey–software–introduction.html>

Hosted Software <http://www.hostedsurvey.com/>

Survey Pro <http://apian.com/> \$1195

Survey Vendors

SurveyMonkey.com <http://www.surveymonkey.com>. Basic is free, upgrade is \$19.95. They offer a great comparison chart that I found very interesting.

Free White Papers, Articles, and ebooks on Survey How–tos.

How to conduct a web survey:

<http://www.websurveyor.com/create–an–online–survey.asp>

Top–10 Web Survey Issues and How to Address Them

http://www.digitalbiz.com/pages/library/research op_10.html

Set Your Web Survey Goals

http://www.workz.com/cgi–bin/gt pl_page.html,template=1&content=1326&nav1=1&

Perseus offers seven different white papers that will expand your knowledge on taking surveys.

<http://www.perseusdevelopment.com/surveytips/whitepapers.htm>
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Four areas that will increase the quality of your testimonials:

1. Ask them what their goal was for using the product/service
2. What positive emotions did they experience by using the product/service?

3. Did they experience any reduction in fears and concerns after using the product/service? What worries were removed from their lives? (Before and after picture)
4. How did _____ help other people in their lives?

Managing Your Winter Heating Costs

By Alan Winters

With today's growing costs for fuel, people are looking more and more toward alternative heating methods. People who live in climates where it gets cold have to have a means to heat their homes. Natural gas is used most often today in the United States. This type of energy is found in most homes that have a central heating system. Fossil fuel prices, though, are rising at an alarmingly rapid rate. Because of this, many homeowners are looking for less expensive alternative to heat their home. Alternative heating methods are gaining in popularity for many consumers.

Choosing alternative heating methods can be tricky and there are many things that need to be taken into consideration. The first thing a consumer should do when looking at alternative heating methods is to compare all the various types available in the particular area in which you reside. Then, check what the costs are for those energy sources. Some areas have higher cost than others. Electricity is sometimes cheaper than natural gas in some areas. However, the reverse can also be true. Propane and oil are other types of energy sources that can be considered as alternative heating methods. Solar power is another of the alternative heating methods that are increasing in popularity and may be ideal in many areas of the country.

Alternative heating methods should also be compared to the type of construction that is being done. If you are building a completely new structure, you have a variety of options. However, if you are remodeling or adding on to an existing structure, these should be taken separately. If you are remodeling an existing space, there may be some extensive refurbishing that will need to be done before alternative heating methods can be utilized. You will need to examine the cost savings across several years and compare that with the initial investment. If you plan to live in the home for several years, the cost may be well worth the initial investment since the savings, over time, may be significant even if there is a larger initial investment. However, if you plan on staying in the home a shorter period of time, you may want to wait until you are in a place that you plan on staying longer because the cost savings will be seen over a period of years in order to get a valuable return on your investment.

A heat loss calculation is a valuable tool to use when considering alternative heating methods. This is important in determining the size and capacity of the alternative heating methods that need to be used in the home. A professional will use this calculation to provide the maximum potential for savings. If a unit is too small for the home, it will work overtime trying to heat the place and will cost more money. If you have a unit that is sized perfectly to your home it will be energy efficient and will allow you to get the maximum benefit for your investment. The reverse is also true. If you get a unit that is too large for your home, you will end up wasting money on a unit that is working and using up too much energy in your home.

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The flooring and sub floor of the building should also be considered when choosing alternative heating methods. If you have concrete floors, tile, hardwood or carpeting, certain alternative heating methods are better in each application. There are some alternative heating methods that will work wonderfully in all situations and some that are designed to work more efficiently with a specific material. Also consider if you plan on changing the type of flooring in your home to determine if you want to have alternative heating methods that are versatile enough to give you the flexibility to change in the future. If you have an existing structure this may be different than if you are pouring a completely new slab for your building or addition.

An alternative heating methods professional will be able to help you evaluate all the potential alternative heating methods available to you, combined with the specifics of your structure to help you determine the best possible heating source for your home. When considering a company, always make sure the company has years of experience and good, solid references. Do some research on your own as well to ensure what the alternative heating methods professionals are telling you is in line with what your independent research tells you. Alternative heating methods are an investment in your future and you will be able to have a less expensive system over several years with a little research and care.

Alternative Heating Methods

are becoming more popular with home

builders as they save energy and are more efficient in heating your home. Radiant Heat solutions for your home. Call Toll free 877-300-8842



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