

Image and name recognition can provide a constant stream of referrals.

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By Michael J. Berry

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Does your product sell itself or does your image and name recognition determine your amount of sales?

Image is a powerful management tool and too often we over look it. Let's face it. If you are not a corporation with millions of dollars for yearly television or newspaper advertising you are marketing your business on a limited budget with limited marketing experience. Maximizing your initial investment and turning those spent dollars into sales can determine your business longevity.

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Consumers know your business and know enough about you to make a commitment.

Who is your audience? Who is buying from you? Why do they buy from you?

If you are standing in quicksand chest deep it's time to reinvent your marketing routine. Hire the professional.

Your method of communications, available time, writing ability and knowledge of the media determine your success. If this is not one of your strongest qualities hiring the "pro" can be a smart decision.

Most copywriters can be hired on a yearly retainer as an independent sub contractor. a fraction of the cost of hiring a full time employee. A reputable copywriting service provides instant experience and expertise.

What do Copyrighters Do?

When the word "copyright" comes to mind it reminds your of the United States

Copyright Office in Washington D.C. this isn't so. A professional copywriter writes the words contained in brochures, sales pamphlets and other communications. They maximize and focus your audience toward your product and service in simple and

easy to read communications. A good copywriter can outline your product(s) and highlight your selling

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points. More importantly he or she can develop a short and precise profile to maximize your market visibility. It is worth the time and investment.

Lions survive in the jungle because they eat their competition. Only the strong survive.

Copywriters can create an marketing advantage and distance you from your competition Lions survive in the jungle because they eat their competition. He who hesitates becomes unsuccessful. Only the strong survive. One well written company profile can open hundreds of doors to potential clients, increase sales and provide an additional tool for your sales force. Your success depends on working smart with a percise battle plan which can place your company above the competition and pay huge dividends.

Quick and affordable online and on demand company profiles.

In today's age of automation and on demand world company profiles can be accomplished in minutes by filling out an online form and pushing a button. You provide the information and the website provides a one page company profile with a turn around time of 48 hours. A simple and easy process which takes a few minutes of your time. The \$100 cost justifies your time spent.

Online and on Demand Company Profile
<http://www.ffni.com/~mberry/profile.html>

Online and On Demand Company Profile Submission Form
<http://www.ffni.com/~mberry/submitprofile.html>

Need a Copywriter for your Next Project?
<http://www.ffni.com/~mberry>

Self Help – Accounts Receivables
<http://www.ffni.com/~mberry/receivables.html>

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Your A+ Clients Generate More...

By Joann Javons

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I was waiting to pick up my car at my local auto mechanic's garage when I overheard an interesting conversation. The owner of the garage abruptly pulled a sales person aside and without realizing I was within earshot, said to the sales person:

"That woman over there is NOT one of our A+ customers! But the blonde is...take care of her."

Since I was the only blonde in the place, I was relieved to be considered the A+ customer! From that moment on, the service I received was impeccable.

Now, how did I attain that rating, A+ customer? I'm not sure I could tell you. But I can tell you that major corporations rate their customers all the time. So do small businesses.

I bet you do, too. Even if you rate your clients on an informal basis, you're doing it, in the recesses of your mind, silently. Because you KNOW who your best clients are.

The Pareto Principle operates here: 80% of your results comes from 20% of your clients. So, what makes up the top 20% of your clients, the A+ group?

Is your top 20% comprised of clients who generate the most revenue for you? Some people would say 'yes'. I don't think so.

I think results come in different forms. Revenue is one measure. There are additional measures.

I think your top 20% gives you MORE. They do more for you, assuming they meet your criteria for your ideal client.

Your ideal client represents your niche market. Once you're clear on your ideal client, you'll be able to market your services to the right people. Marketing to the right people always gives your MORE.

Michael E. Gerber addresses this issue well in "The E-Myth Revisited: Why Most Small Businesses Don't Work and What to do About It", available at Amazon.com and offline bookstores.

David Steele actually helps you work through and define your ideal client and your niche market in a practical way you can immediately apply to your practice. To define your ideal client and niche market, see his downloadable book "Build Your Practice In 90 Days" at:
<http://www.1shoppingcart.com/app/aftrack.asp?afid=43164>

Your A+ clients, your top 20% give you MORE because they:

TALK ABOUT YOU and your services which results in:

*Referrals to individuals who can be new clients.

*Referrals to individuals they think you should know and who should know you.

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*Referrals to associations and organizations they think you should speak to.

*Referrals to companies that could use your services.

and they...

TALK TO YOU ABOUT:

*Ideas that could benefit you.

*People who could help you.

*Resources that could benefit you.

Your top 20% are link-builders constantly linking you to others in their network and new resources.

What is that worth to you? I can't really measure it in dollars but I can measure it in the quality of those relationships. Yes, you'll find your A+ clients, your top 20%, do generate more of your revenue but they generate so much more...

And that so much more is immeasurable. It's what major corporations are after: a lifetime relationship with the customer.

While there's a direct dollar side to it, there's also an immeasurable, continuing stream of networking that opens up. A constant stream of goodwill with no price tag. What better marketing is there?

Even more is the value and joy of the friendships you develop over the years with your clients...how do you measure that? :-)

So, look at your A+ clients, the top 20% and see what you can do to feed and nourish those relationships. Give them a complimentary report, assessment, white paper, handout, ebook or other gift they would find valuable. Not just once, but as a part of your continuing relationship with them. They're worth having for a lifetime.

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Impair Healthy Healing In People Over The Age Of 30!