

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!

Increase Customer Frequency

By Robert Boduch

Repeat business is the key to ultimate long term success in any business.

Your goal as entrepreneur or business owner is to turn every first time customer into a life-long customer. However, in order to maximize the value of that customer, you need to encourage regular purchases on an on-going basis.

Encourage customers to come back frequently with special sales, events, frequent-buyer programs, credits towards gifts, unique offers or reminders.

In order to make this strategy work best, you need to buy aware of your customers preferences, buying patterns and styles. It's very different between industries as well as individual customers. A window contractor might only buy regular supplies once every 4 months. So if you're supplying this outfit with screws, caulking, glazing tape, and the like, you'd better be aware of their buying habits, or else you'll be wasting your efforts and probably annoying them at the same time, by not being aware of their preferences.

Keys To Success

Constant communication is vital. You want to establish a relationship and to do that you need continuous contact. Keeping in touch with your customers on a regular basis helps them remember the benefits they get from doing business with you. Whenever you're holding a special sale or event of any kind, be sure to inform all customers and prospects on your list.

You may have to notify them more than once to get them to show up. Keep your clientele informed about new stock arrivals, upcoming sales, what's hot and what's not, special guest appearances, seminars, expansion plans, new store openings, etc.

Enticing offers are critical to response. Even the best customers won't show up repeatedly if there's not something new or unique or special for them. Make it interesting, inviting and difficult to ignore.

Examples

Increase Customer Frequency

To renew the buying relationship on a frequent basis, determine the best means of connecting with your customers. A wholesale foods supplier serving cafeterias, lunch counters and restaurants, should be marketing on a weekly (or daily) basis, featuring limited–time specials at reduced prices.

A computer retailer on the other hand, wouldn't want to contact customers every week. Perhaps a quarterly newsletter would work better in that scenario.

Holding a special event? Try sending invitations out to your customer list. If you hold several sales or special events throughout the year, create a calendar of special events that you can send to give customers advanced notice of those important dates.

The air miles program has become very successful at increasing customers buying frequency patterns and developing loyalty. The lure of getting a free trip to some exotic destination is enough to generate tons of excitement and increase the number of purchases.

Coffee Time Donuts offer another way to get you coming back to enjoy their brand of coffee. When you buy a coffee, they give you a club card that you present with each visit. After buying 10 coffees, you get one free. Then, you start on another card. It's using credits to build repetitive purchases.

How?

Building a database and developing ways to keep in touch with customers and prospects is a good place to start. Then figure out some enticing deals you can create and a way to communicate the value of these deals to those most likely to be interested.

More resources at

www.makeyoursalessoar.com

Robert Boduch is an author of dozens of best–selling books, reports and articles on the art and science of selling. A free newsletter targeted at anyone interested in selling more of anything is available at

www.makeyoursalessoar.com

Check Your Frequency

By Selena Richardson

From time to time we need to stop during our day to keep our frequency in check. Our frequencies are the ranges of feelings and emotions that we have. Like radio waves, our feelings and emotions vibrate at different frequencies. This is a major part of how we create our reality. And why we need to always be mindful of the frequencies we're emitting.

Increase Customer Frequency

Like attracts like and opposites repel. And there is no such thing as coincidence. When something happens to you that seems like a coincidence it's not. You were just in sync with your vibrations at that time.

You're at a music store looking for an old CD and right when you're about to give up you happen to look in a different section for something else. What you find is the CD that you were originally looking for.

If your frequency is low you attract more low frequency events in your life. Remember that there is no such thing as coincidence. For example, you wake up in a bad mood and throughout the day nothing goes right for you. As soon as you get to work, the parking lot is full so you have to park in the garage that's a block away. What's worse, it starts pouring down rain and you don't have an umbrella with you. Okay, that's a little drastic but you get the point.

We've all had those bad days that went from bad to worse every chance it could. But how do you prevent situations like this? Well you need to keep your frequency in check. Remember, like attracts like so if your frequency is low you get more of the same until you change it. You need to pay attention to yourself and realize when your frequency has hit a low point.

Well how do you bring your vibration back up? By changing the station. Frequencies and feelings are like radio waves, if you don't like what's on then change it. Switch your thoughts and feelings to something that can bring your vibration back up. Find something that makes you feel good. It can be anything that makes you feel good just by thinking about it – favorite memories, favorite songs, favorite people – anything as long as it makes you feel good.

Picture your favorite thought as a different radio station that you can flip to whenever you notice your frequency going down. The same way you would change the station in your car if you didn't like the song that was playing. It's as simple as that.

Selena Richardson, coach and editor of Creative Possibilities, a free newsletter helping people focus on and reach their goals. Are you ready to create your journey in life? To subscribe,

<mailto:subscribe@creationjourneys.com>

or visit the site –

<http://www.creationjourneys.com>

for more

information on her upcoming courses and on-going workshops.

selena@creationjourneys.com

Increase Customer Frequency

Check Your Frequency

Frequency Marketing Will Boost Sales

Reach vs. Frequency: Is it better to reach 25 People Four Times or 100 People Once

3 Tips to Reduce your Advertising Expenses

A Doorhandle Can Also Be A Garage Door Opener

147 Killer Epublishing Strategies

Affiliate Diamond

Clickbank Automation System

How to Gain and Retain More Customers

30 Powerful Business eBooks



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!