

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 New Customer Traffic To Your Business

By Joy Gendusa

One person tells another, who tells another, who tells another and so on. You get the idea. Let's see how to make that an actuality.

You have a great company and you provide the highest level of customer service. But as the old cliché says: "A happy customer tells a friend, an unhappy customer tells 10 friends." You don't have to worry about the unhappy customer telling 10 friends because you always do a great job and keep your customers happy. But how do you increase the number of friends that your happy customers are sending your way?

Plain and simple: You are going to have to reward them.

The reason that happy customers don't tell many other people about your service is because most customers EXPECT good customer service so the companies that provide it aren't at the front of their mind. They have too many other things to worry about on a daily basis.

By starting a Customer Referral Program you will give your best customers a reason to want to tell other people about you. Offering discounts or special incentives to customers who refer another person or company to your business is a win-win situation.

You may have medical licensing boards or other ethics committees for your profession that restrict you from certain types of rewards and rightly so due to conflicts of interest that may arise. But you can always find something that you can do to reward your customers when they refer someone to you.

Here is an example of a Customer Referral Program for a Direct Mail Company and how it works:

"When you refer someone, and that person places an order, you will receive a \$25 credit that can be used toward any of said company's services.

Each time this happens you will receive the \$25 credit and there is no limit, so feel free to go crazy referring your friends to us. If you refer enough people who become customers you could end up

Increase New Customer Traffic To Your Business

getting your next order FREE."

When you set up your own referral program you will want to do two things:

First, make sure that the incentive you offer to your customers is in proportion to the price of what you are selling. If your least expensive service is \$5000, then a \$25 discount is probably not going to be enough to get them interested in spreading the word.

And secondly, you need to promote it. Make sure that your customers know about the new reward program by:

- 1) Having your sales associates mention it whenever someone places an order.
- 2) Posting notices in your business if you have customer foot traffic.

and

- 3) Sending out announcements to your customer address list on a regular basis.

All of these things will help you to increase the number of customers that you receive through word of mouth, and at the same time help keep down your marketing costs. Is this a great idea or what?

Offering discounts or special incentives to customers who refer another person or company to your business is a win-win situation.

Reward the customers that reward you. One of the greatest compliments is when someone refers another or others to your business.

Joy Gendusa founded PostcardMania in 1998, her only assets a computer and a phone. By 2004 the company did \$9 million in sales and employed over 60 people. She attributes her explosive growth to her ability to choose incredible staff and her innate marketing savvy. Visit her website at

<http://www.postcardmania.com>

Choosing An Autoresponder Email Service

By Charles & Susan Truett

In the internet marketing industry, keeping in close contact with your customers and potential customers is imperative to your success. You need a method of instantly responding to customer inquiries and a way to follow up with those who have expressed an interest in your business. An autoresponder will allow you to instantly respond to emails and your responses are completely automated. You can create the messages you wish to send and your autoresponder will take care of the rest. You will have a round the clock customer service department that send replies in an instant.

Increase New Customer Traffic To Your Business

You can increase your repeat business and your new business alike through the use of an autoresponder. Your customers will love the frequent contact and you will increase your web site traffic and sales considerably. Many online businesses fail due to a lack of speedy follow-up contacts with potential customers and the inability to keep the company name visible to interested parties. Internet marketing is a highly competitive industry and you must keep your business and products fresh in the minds of those who visit your site. An autoresponder will help you build your mailing list without the necessity of questionable practices such as spam.

Try an autoresponder for your initial email responses. You will save time and money and your customers will enjoy the fast response. You can create many autoresponder messages and send them out as frequently as you wish. A fully automated autoresponder is the best way to maintain your customer contact and increase your visibility. You can get an autoresponder for no cost that contains many helpful features that can add to your ability to keep in touch with your clientele.

You can now sign up for a FREE Autoresponder account. We'll Give You Autoresponders To Automate Your Follow-up, Increase Your Sales and Drive Your Profits into Overdrive! 100% FREE! Sign up for your Free Autoresponder at:

<http://www.freefollowup.com>



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!**