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**On Your Honor – 3 Steps to Building the e–Trust Factor**

**By Rick Beneteau**

**On Your Honor – 3 Steps to Building the e–Trust Factor by Rick Beneteau**

One of the greatest virtues we can possess is to be trustworthy.

One of the greatest compliments we can receive is that we are trusted.

Why begin an Internet marketing article with those sentiments? Simple, because on the Internet trust is everything! I repeat, trust is everything on the Internet!

Face it, we are not pressing the flesh, face to face with potential customers. All we have is one very thin and very short opportunity to begin the process of building trust with people. NOT starting this process is where most entrepreneurs (and most of the major companies who have failed online) miss the cyber–mark.

It doesn't matter whether you are selling brownies, or monster trucks. You could be writing and selling eBooks or publishing a newsletter. You could be working an MLM or promoting several affiliate programs. Regardless of your product or service, here is how you begin the process of building trust with your website viewers and potential customers.

**1. Credibility Right Outa the Box**

It all starts with credibility. If first–time trigger–happy clickers don't get the feeling right away that you are someone they can trust, then you might as well save yourself your

monthly dial–up fees, or just start hangin' out in the chat rooms. Of course, you must also tell them what you have to offer (features/benefits) right off the top, but once you capture their interest, start the process of credibilizing yourself.

I use testimonials as one powerful way to do this. In the second paragraph of my main website at:

<http://www.interniche.net>, I've posted a great unsolicited testimonial. If you don't feel like clicking to see it, here 'tis:

"Rick, you ooze credibility and honesty! Keep up the good

work! You are the cream that rises to the top of the hype, lies, scammers, etc. Honesty in Internet marketing is becoming a prized commodity. Thanks!"

If you are in the mood to click, here's a webpage where I've posted just some of my customer testimonials:

<http://www.interniche.net/said.html>

Look, I can tell you how great my products are, but when this many customers do, it establishes a high level of credibility, and eventually trust when they do purchase my products and experience the level of customer service I offer. Speaking of which . . .

## 2. Value – Sell a MEG but Give a GIG!

One of my favorite quotes is from Bob Proctor: "Quality is not Expensive, it's Priceless!" I learned this from my early days in the drycleaning business. I hired and trained the best people and paid them more than my competitors. I bought the best supplies and had nice looking and very clean stores. I was fanatical about my end product and my customers were only too glad to pay top dollar in town for my services. Steady customers were given free drycleaning several times throughout the year.

A full money back guarantee is critical. No matter \*how much\* value you are giving to your customer, failing to offer them a complete, hassle–free refund on their purchase is a surefire recipe for cyber–failure. You **MUST** make them feel extremely comfortable that you will stand behind your product unconditionally.

Perceived value (what your customers \*think\* they are going to get) is important, but true value is essential and you **MUST** give your customers more in value than the dollars you receive in return!

### 3. Set Your Sites on Customer OverService!!

Now here's where credibility starts turning itself into the e–Trust Factor. Say someone has purchased a product that you ship to them and for some reason, it never arrives. Besides lending a sympathetic ear and re–shipping the order right away, what else do you do? Of course, you give them something valuable, for **FREE!** My products are digital but whenever a customer has had a real struggle downloading (usually their inexperience) I provide them with a great report that I have just for this purpose. You should see the positive reactions

when I do this!

Something else. Give refunds with a smile. Hard to do sometimes, but not only have I had refunded customers purchase new products, I know for an Internet fact that they have told many people about the fast and friendly refund they received. Positive word–of–mouth can go a long way to building the trust factor.

Here's a fundamental rule of mouse: **Stay On Top of Your Email!** Perhaps the greatest way of building trust with your customer is to let them experience the fact that you are there for them, and as close to the speed of light as you can! From my own direct experience, my customers and resellers are simply amazed when they receive the fast (often instant) and friendly email support I provide. Kind of a sad statement on the general state of customer service on the Internet I'd say!

In closing, I guarantee that if you follow these 3 powerful steps you will witness a dramatic increase in sales because you have built the e–Trust Factor.

Remember, you are On Your Honor!

**Ten Ways To Get A Life You Can Live With**

**By Suzann Foerster**

## **Ten Ways To Get A Life You Can Live With by Suzann Foerster**

When is the last time you stopped and asked yourself if you're really living the life you want? We live in busy times. Overwhelm and exhaustion is becoming the norm. Why? Because we spend our time accomplishing the tasks of the day, not mindful of the life we are building.

So what can you do? Take action! These ten steps will put you on the path to taking control of and building the life you desire.

### Top Ten Ways to Get a Life You Can Live With

#### 1. Say NO!

Don't let 'YES' come flying out of your mouth at the first sign of a request. Notice how often you do things you'd rather not, and start making decisions based on what you want to do. Remember that you always have a choice.

#### 2. Eliminate The 'Energy Drainers' From Your Life

Make a list of all the things you put up with about situations, other people or yourself. Ask yourself what purpose does this energy drainer serve in my life and what are the benefits of eliminating it? Commit to take the action necessary to eliminate the drainers.

#### 3. Set Priorities That Reflect Your True Values

Does what you value match how you allocate your time? There is more to do in the day than time to do it– decide what's most important, focus on what you value, and say no to everything else.

#### 4. Put Yourself First

Putting your self first is not selfish; it's actually the best thing you can do for the people around you. Once your needs are met and you are healthy and well taken care of, you will have more to offer everyone else.

#### 5. Establish Boundaries and Set High Standards

Boundaries protect your time, space and energy and are the guidelines to how others may treat you. Standards are the principles by which you choose to live your life and clear, high standards allow you to easily make decisions that align with your values.

#### 6. Be Aware and Present to Your Life

The more you notice the process of life the more likely you are to appreciate it. This means slowing down and enjoying the unfolding of your life and recognizing the deeper meaning of each event. Stop

running from task to task and ask yourself, 'is this what I really want to do?'

#### 7. Surround Yourself With Supportive People and Environments

Enrich your life by surrounding yourself with people that accept you as you are and support who you are. Also, make sure that your home and work environments are comfortable and bring out your best.

#### 8. Observe Without Judging

Judgment is often a way to shield, protect or promote ourselves. See the world and those in it as doing the best that they can, even if it's different from the way you would like it to be. Change your language from making someone 'wrong' to just being 'different'. Accepting what is without judgment frees up tons of energy.

#### 9. Honor Your Spirit Through Intuition and Faith

Honor the fact that you are a spiritual being having a human experience; know that everything happens for a reason and to trust the spirit within you. Having faith in your higher purpose will give you a quiet confidence that calms and assures.

#### 10. Celebrate and Have Fun!

Take an inventory of all your accomplishments, everything you are proud of in your life. Compliment yourself for your gifts, strengths and talents; compliment others for the same. Treat yourself daily to honor all the wonderful aspects of you and your life.

Take action today towards building the satisfying life you deserve!

Suzann Foerster is the owner of Accelerated Solutions, a business and leadership coaching firm. Accelerated Solutions partners with business leaders and teams to maximize their performance through innovative coaching and developmental practices. Suzann is dedicated to empowering businesses, teams and leaders with the skills and action steps for personal and professional success.



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