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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Poor Sam

By Jim McLellan

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"Sam don't know a damn thing about hitting a golf ball".....oh yeah, who says? What gives this guy the right to say such a thing about a fellow golfer? If he is so smart wouldn't he say "Sam doesn't know anything about hitting a golf ball?" This guy can't be very bright and he is certainly no gentleman.

What about Sam? Does he know anything about hitting a golf ball? If this guy says he doesn't and he is right.....shouldn't we assume that he is propably not very good at it? Makes perfect sense to me!

Real estate millionaires know a lot about real estate. Stock market millionaires are experts on the stock market. Chess masters have an awesome inventory of chess moves. Experts in general know a ton about their field. So if one doesn't know a damn thing about what he is doing, he can't do it very well.

Should we agree then that the more we know about a subject the better we will do? The kid in class who looks like Bill Gates, and studies a lot – gets A's this applies to school, and investments, and generally everything? Everything? Sure everything!

Let's apply this brilliant radical information to golf. The more we know about "IT" the better we should do. After all, nearly every waking moment is spent thinking. How should I do my job. How do I get to work. How do I pay my bills. What is 3+3.....heady stuff like that....

If "Sam don't know a damn thing about hitting a golf ball" that's got to be his problem. Some know-it-all said he doesn't. He has to be a lousy golfer. No information = failure. Did you ever take a test where you didn't know anything about the subject matter? Let's see your report card, Einstein.

There is someone who has the answers, by Willikers. You guessed it! The all mighty golf pro . Golf professional: one who knows a lot about golf. More information, more thinking, better golf....duh! Why didn't I think about this before I went out and made a fool out of myself? Golf professionals charge \$50 or \$75 or \$100 for a golf lesson. Must be worth it! Just think about how good I will be after a series of 6 lessons. Awesome, Dude.

Poor Sam

I hit the cookie jar and head for the course. Wow, there's the golf pro. He's a lot arrogant and treats me like an idiot.....but heck, maybe I am. I take the lessons. He informs me of ALL the moving parts. He gives me a lot to think about. The secret to golf, at last. Lots of information + lots to think about = success at golf. This has to work.. Look out nerd, I'm going to kick your butt.

Woops, I forgot to complete the sentence I started in paragraph one. Anybody interested? Here, good Buddy, is the rest of it.....See if you can apply what you are about to read to your game, S'il Vous Plait: "Sam don't know a damn thing about hitting a golf ball, but he does it better than anybody else".

The quote came from Ben Hogan during a conversation with Cary Middlecoff. They were watching the finest golf swing of all time. You guessed it, none other than Samuel Jackson Snead.

Poor Sam.....Didn't know a damn thing about what he was doing! So what if he won 87 PGA golf tournaments....more than anyone in the history of golf.

How well do YOU think Sam would have done had he thought about his swing like

You do?

At age 15, students came to Jim at his family owned golf course from four surrounding states for lessons. He was consistently breaking par, owned 2 course records and was "the skinny kid" who could drive the ball 300+ yards. Jim attended Arizona State University at Tempe on a golf scholarship and graduated from the PGA Golf School in Long Beach California in 1960. You can learn more about Jim's simple approach to golf by going to www.mcgolf.com

What Dr. Seuss Teaches Us About Marketing

By Kristie Tamsevicius

I am Sam! Sam I Am!

That Sam-I-am! That Sam-I-am! I do not like that Sam-I-am!

I was sitting down with my son last night to read Green Eggs and Ham. You know, of Dr. Seuss fame...

I'm sure you read it when you were a kid. Anyway, I couldn't help but smile as I gleaned words of marketing wisdom that I found hidden in between the lines. Isn't it funny where ideas strike you sometimes?

So here are some of the lessons that Dr. Seuss has to offer about marketing your business.

Lesson 1) Sam Was Selling Green Eggs and Ham

Do you like green eggs and ham?

Poor Sam

I do not like them, Sam–I–am. I do not like green eggs and ham.

Do you sell something unique or different that your customers aren't familiar with? In the story, the big fellow is running away from Sam who is pushing green eggs and ham. He flat out says he has never tried it.

I don't blame him. Take one look at the plate of green eggs and ham and it doesn't look very appealing.

Customers are often afraid to try something new. Sometimes they don't understand your product. Other times they have preconceived notions about it. Perhaps if Sam had taken time to share more product information with the fellow, then he would be more apt to try those green eggs and ham.

For instance Sam could interest his customer more if he:

– shared the customer focused benefits of green eggs and ham – shown testimonials from customers who sing the praises of it – offered a free report so he could learn more about it – offered a free teleclass with recipes for using green eggs and ham

Lesson 2) Sam Wasn't Focused on the Customer's Needs

I am Sam, – Sam I Am. That Sam–I–am! That Sam–I–am! I do not like that Sam–I–am!

It seems that Sam has created a bad impression with his customer.

The only thing on Sam's mind is selling his product. Had Sam been more focused on caring about his customer, discovering their needs, and creating a relationship, he might have had better results.

Remember, to get inside the customer's head by asking "What's in it for Me?"

Lesson 3) Multiple Marketing Exposures Pay Off.

Sam is an aggressive little salesman isn't he? In fact, he is SO aggressive that he tries to reach his customer in a boat, with a goat, in the rain, in the dark, on a train, in a car, in a tree, in a box, with a fox, in a house and with a mouse. And in the end, those friendly marketing exposures worked. The customer "got" the message and finally tried green eggs and ham!

Quite often we send one announcement about a product in an email or newsletter and are dumbfounded at why we didn't get a better response rate. The truth is, that it takes repeated, consistent marketing communications to achieve maximum sales effectiveness.

A marketing message must reach a prospect 9 times. However, because of SPAM and the sheer flooding of marketing messages, people only HEAR your message 1 out of every 3 times they are exposed to it. That's why Guerrilla marketer, Jay Conrad Levinson says that these days it takes a full 27 exposures to ensure the full capacity of your sales campaign.

Lesson 4) Sam's Customer Now LOVES Green Eggs and Ham!

Say! I like green eggs and ham! I do! I like them, Sam—I-am!

I do so like green eggs and ham! Thank you! Thank you! Sam—I-am!

In the end, all that work of romancing Sam's customer worked. After taking one bite, the customer is singing the praises of green eggs and ham. So how can we use testimonials in your business?

– Ask your customers for feedback on how satisfied they were after purchase – Provide a feedback form on your web site – Create a customer forum where people can share their experiences with your product – Add testimonials from satisfied customers to your web site and sales letters

Kristie Tamsevicius – turns entrepreneurs into the lavishly paid in-demand experts in their field. Learn how branding helps you to attract customers, build income, & gain visibility while successfully promoting your business online with our FREE report "Web Branding Secrets" by visiting



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