

Stand Out and Be Counted!

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**Stand Out and Be Counted!**

**By Linda Offenheiser**

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Your business isn't like any other business on the net. Sure, you may offer the same kinds of products or services that many others do but that's where the similarity should end.

Your business should reflect your personality and your values. If it doesn't you have nothing to offer that can't be found on a thousand other sites. If you want to be successful you have to make sure your customers see the difference between you and your competition.

If, for example, you sell ebooks why should someone buy an ebook on your site rather than on my site? The product is the same isn't it? So what makes your ebooks better than mine? Probably nothing!

It's how you present it . . .

If what you sell isn't unique you have to present it in a way that is. There are several ways you can do this.

· Unique Selling Point (USP)

Find the one major thing that sets you apart from your competition. Maybe you offer a 30-day money back guarantee on all of your ebooks. Maybe you include a special report with each purchase. Maybe your prices are always discounted. Whatever your USP is, make sure you promote it consistently and effectively.

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- Sales copy that sizzles . . .

If your sales copy sounds just like everyone else's why would anyone want to read it, much less respond to it? If your ad copy or sales page doesn't excite your prospects, your business is dead in the water. It's critical that you either learn to write stand-out copy or invest in the services of a good copywriter.

- An inviting website . . .

Your website is your store or office; make sure it's

welcoming and comfortable. You don't need to create a flashy website just one that looks professional and makes your visitors feel confident about buying from you.

There is one feature that's worth its weight in gold. That's YOU! Personalize your site . . . include a photo and information about yourself. This is the only way your visitors can get to know you. In order to trust you they have to feel they know you. So tell them your story, honestly and warmly. It will increase your sales!

Your business depends on your integrity so make sure you treat your visitors with respect and honesty. Don't promise them anything you can't deliver. Publish your policies and stick to them. Make sure that everything on your site reflects your honesty and integrity. Deserve to be trusted!

- Outstanding service . . .

Give your customers more than they expect!

Let them know how important they are to you. Listen to what they have to say. Take care of their questions or problems immediately and courteously. Stand behind your product or service 100%. Issue any necessary refunds quickly and with a smile.

If it's possible add a personal touch to your customer service. Send a little thank-you note via email ~ don't rely solely on your thank-you page to do it for you. Check back with them later to find out if they're satisfied and if there is anything else you can do for them.

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Make your customers feel special and they'll come back again and again.

Don't be satisfied with a poor imitation . . .

Your business should be just as unique as you are! If you're going to the time, trouble and expense of building a business make sure it reflects the things that are important to you. Unless you bring your dreams and personal creativity into your business and brand it as only you can, you'll never feel the pride of ownership you need to be successful.

Your business starts out like an empty canvas on which you can paint anything you want. Give it thought, give it soul and give it life ~ make it your own unique creation.

### **John Kerry Won the Election... Or so Says Harvard University**

**By Gary R. Hess**

#### **John Kerry Won the Election... Or so Says Harvard University by Gary R. Hess**

The elections in America have become a joke.

For those of you who don't know, your vote may not actually count especially if you are from a county which is made up of minorities.

The average percentage of vote not counted during each election year is 3% ranging from 1% in some states to 4% in others.

A study in the year 2002 by Harvard University shows that of the top 100 Counties which held the highest `spoilage' 67 of those counties were made up more than 12% African American whereas the lowest 100 Counties with spoilage were above 75% white.

By mathematical standards this is a **STRONG** correlation of black votes being excluded. If the votes had been counted in 2000 Al Gore won by a landslide. If they were counted in 2004, John Kerry wins New Mexico and Ohio very handily and becomes president in 2005.

For more info on this:

There are a total of 247,672 votes not counted in Ohio, if you add the 92,672 discarded votes plus the 155,000 provisional ballots (which happened to be predominantly Kerry votes).

If you watched the election during the 2004 race, you would have noticed the huge difference between the exit polls and the actual vote tally. This is the reason. During exit polls **every** vote is counted no

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matter if you are white, black, man or woman. But with the actual vote tally the only minority voters vote that counts are the ones who live in a white neighborhood.

Does this mean that the democrats could easily ask for a re-count? Yes, the problem is most of the machines used in Ohio were voting machines — which did not give out receipts. Also the Secretary of State Katherine Harris would have to agree to the recount, which she would not do because she was the one who excluded more than 179,855 votes.

So what is next for the Democrats? I don't know, but something has to be done with the Civil Rights in this "great" country of ours.

Gary writes for



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