

"The Information Publisher's Secret Resource Guide To Blow Customers Away!"

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By Hans Klein

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Have you ever heard the saying, "Give and you shall receive"?

Well, with information publishing, this saying is one of the most important you will ever hear. Let me explain:

Whether you are providing your information product in a book, an e-book, a manual, or a video, if you want your customer to buy from you again, you must provide in your product value that he or she can directly apply to his/her life.

The more value you provide, the more satisfied the customer... And a satisfied customer leads to a lifetime client, and a lifetime fan will gladly refer others to you.

So, why should you remember the saying, "Give and you shall receive"? Well, if you give value, you will receive the benefits of a satisfied customer. You have to give value before you can receive value.

Now, you're probably wondering how you can provide substantial value to your customers so that your information goes in one ear and turns on a light bulb that says, "Eureka!... that is some

powerful stuff that I can use immediately!"

Well, if you are wondering about this very question, you're in luck because if you look below you will discover the five keys that you will want to print out, stick on your wall, and use every time you sit down to create an information product.

1. Connect with your customer and build rapport. Show that you are human, also. You can do this by talking about a failure in your life and how you turned it around, an obstacle that you overcame, or a person that influenced your life and business.

The bottom line is you want to your customer to feel as though

you were in their very same position, and you can relate to their situation. This immediately builds credibility because the customer begins to see you as a friend, instead of just an investment.

2. "That's great, but What's It Going To Do For Me?" As the customer views your product, this is the MOST important question they have... So, answer it! Be sure to point out how they are going to very clearly benefit from the information you are giving to them.

3. In the introduction of your product, always give your best promise of what you expect to deliver to the client. Do you expect to show the client how he can make an extra \$1,509 a month? Lose 23 pounds? Save 139,403,839 seconds a year? If so, let the client know what kind of value he is about to receive.

4. "Alright, saving 139,403,839 seconds a year sounds great, but this sounds too difficult." The next question the customer wonders after finding out what your information can do for him is if they can do it... So, let him or her know "Yes, You Can and here's why...!"

5. Let the customer know possible potential return on investment if they utilize the information you are providing. In other words, tell the customer the end result as to what your information can do for him. Will the customer master weaving, writing, or what ever your product is showing him what to do?

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up your 1 page printable version
of these 5 keys of providing value to post on your wall, desk, computer, or anywhere in your work area
by visiting <http://www.WealthStarters.com/Value.html>. Plus 2 Bonus Value
Tips!-----

7 Cool Swap Ideas For Ezine Publishers

By Ken Hill

1. Swap ads.

Start your ad off with a winning headline that will catch your reader's attention.

Then follow up your headline with ad copy that interests and leads your reader to want to join you.

Stress the benefits your reader will get from her subscription to your ezine.

Lastly, end your ad with a call to action that directs your reader to join your ezine. For example, by sending an email to your autoresponder or visiting your subscription page.

2. Swap a recommendation within your ezine.

Do you know an ezine that would benefit your subscribers?

Let your readers know about within your ezine (i.e., in your publisher's note) in exchange for that publisher's plug of your ezine.

By doing this swap, you'll be able to capitalize on the other ezine publisher's reputation with her readers, and successfully gain more new subs because of her "thumbs up."

3. Swap on your thank you page.

Make good use of your thank you page by using it to swap an ad or recommendation for your ezine.

You could also use your thank you page to promote a special sale on advertising in your ezine or on your product.

4. Swap a recommendation in your welcome message.

Like with your thank you page recommendation swaps, make sure the other ezine doesn't compete directly with you, and that you know it delivers quality information to it's readers.

5. Swap testimonials/endorsements.

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Testimonials help reinforce the message that your ezine provides valuable content.

They also help to increase your ezine's credibility as your visitors see how your ezine has benefited others.

6. Swap articles.

You could swap articles to be published in each others' ezines or you could swap articles to be posted on each others' sites or in each others' ebooks.

7. Run a recommended ezine's section in each issue.

Another way that you could get ongoing promotion of your ezine is to run a recommended ezines section in each issue.

Simply, joint venture with some choice, targeted ezines, then place their ads in this section in exchange for them doing the same for you and each other.

Limit the number of ezines you do this swap with so that you'll be able to minimize the competition between ads.

Ken runs the Net Pro Marketer where you'll find informative articles on business, marketing, and ezine publishing. Browse through the articles or submit your own at:

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use to follow up & publish email lists visit

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