

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!

The Personal Touch

By Bob Osgoodby

The Personal Touch by Bob Osgoodby

Sure, the e-tools available for an online merchant are great. We have up to the minute product selection on our web pages, and auto-responders that can follow up requests. We have our own online mall, immediate payment methods to prevent that "cooling off" period, secure sites for financial transactions, and all sorts of e-tools at our disposal. But what is wrong? You're not being overwhelmed with sales, and barely making expenses.

Stop for a moment. Why are potential customers leaving your e-store without placing an order. Assuming that you have a decent product and prices, why are they not buying.

Possibly they have questions that are not being answered, and would like to talk with a live human being. The brick and mortar store has the edge over the e-store, when faced with a customer that needs personal contact to feel comfortable.

If someone has reached this point, usually all they need is a little assurance before placing their order. And here is the funny part – they may not even want to talk with someone, but may just want to be sure there is someone they can contact if there is a problem.

If you don't list proper contact information at your virtual business, you may be losing customers. Your name and e-mail address will go a long way. Even better, give them a physical address and a telephone number they can call. You may wish to have an "800" number, but you will get a lot of "tire kickers". Even if you don't give a free number, just the fact that there is

The Personal Touch

a number listed goes a long way in allaying their fears.

Let your potential customers know, that if they have questions, they can email you their phone number, and you will call them. Many times they won't, as all they really wanted, was to know they are dealing with a real person.

They say a picture is worth a thousand words – consider putting your picture on your web site. This gives instant identification to your name and goes a long way in building customer confidence.

If someone requests information from you, do you respond in a

timely manner? Letting days pass, without even acknowledging their request, is a major "turn off".

Why not send an automatic reply that let's them know their request was received, and you will get back to them shortly. If it will take a day or so to get back, let them know. Don't forget that humans have egos, and egos need to be stroked.

An auto-responder is really a great thing, and should be in everyone's marketing bag of tricks. They serve a vital role in your advertising efforts by providing someone with information in which they have an interest.

But some people have confused things here a bit. They don't understand the meaning of "NO". If I have made up my mind I am not interested in your offer, I really don't want you to give me the same, or similar information again, and again, and again. These are just as aggravating as web sites that won't let you escape, and they keep opening up additional windows that you have to close.

Some people have set up their auto-responders to send 5-7 follow-up notes. I refer to these as "nag notices". They must feel that if they "nag" you enough, you will give in and buy their product or service. I don't know about you, but with each one I get, my resistance stiffens. I may have been a prospect before, but the timing just wasn't right. These tactics have caused the loss of a prospect.

When you get an order, do you remember to say "Thank You" to your customer? Those two little words can be the key to getting repeat business from them.

The Personal Touch

E-commerce is here to stay, but the mortality rate of "wannabes" will be high. Those that remember the "Personal Touch" will be among the survivors.

Did you know that subscribers to Bob Osgoodby's Free Ezine the "Tip of the Day" get a Free Ad for their Business at his Web Site? Great Business and Computer Tips – Monday thru Friday. Instructions on how to place your ad are in the Newsletter. Subscribe at:
<http://adv-marketing.com/business/subscribe2.htm>

Overcoming Touch Deprivation

By Christopher Scipio

>From the time you were a newborn how well you thrived depended in large part by how much you were lovingly touched.

I was born two months premature in Trinidad in 1965. I was only 4 pounds and had to be in an incubator for my first few weeks of life. The doctors told my mom not to get attached to me because I only had a ten percent chance of surviving. My mother didn't believe them.

And touched and loved me and willed me to live. And live I did. I grew into being a 6'3", 200 pound man in almost perfect health. Such is the power of love, such is the power of touch.

We tend to get touched less and less as we get older, although our primal need for touch never diminishes. Touch deprivation is a significant form of sensory deprivation. Most of us wouldn't dream of going weeks or months without opening our eyes, or keeping our ears plugged, yet many of my patients tell me that they haven't been massaged or held for weeks or months.

Our world is becoming too formal, too stiff, too emotionally cold.

For the sake of your physical, emotionally, mental and spiritual health, give your self more permission to touch and be touched. You can never overdose on loving touch.

Don't limit touch to sex. Don't limit touch to just your partner and family. Reach out and touch more people.

Close your eyes sometimes and experience your world through touch.

Your skin is your biggest organ– use it. Get more skin to skin contact.

Everyone can heal and be healed through touch.

Be a great healer and lover by experiencing the miracle of touch as often as you can.

Christopher Scipio Homeopath/Herbalist Holistic Viral Specialist

Christopher Scipio, is one of the most experienced holistic practitioners treating the Herpes virus. A homeopath and herbalist who hails from a long line of Caribbean natural healers, Scipio is the author of the new book "Making Peace with Herpes" and the creator of a highly successful holistic herpes treatment protocol.



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!