

This Free E-Book is brought to you by [Natural-Aging.com](http://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 Ultimate Marketing Secret**

**By Jim M. Allen**

**The Ultimate Marketing Secret by Jim M. Allen**

Hold on a second! I know you're eager discover this marketing "secret" is, but before we get to that, I'd like you to do a quick exercise. So grab a pen and a piece of paper, this won't take long.

Ready?

Write down every method you currently use for marketing your business. Take your time. Put down every technique you employ. Let me know when you've finished.

All done? Swell.

So, what's on your list? Chances are you have the usual marketing tools: newspaper, radio and television ads; showcase videos; web sites; business cards, etc. You probably have some of the more "advanced" techniques, too: writing a regular column for a newspaper/magazine; vehicle placards/window detailing; regularly attending professional/association meetings; teaching classes; sponsoring community events; referrals agreements; etc.

All are useful tools for marketing your business. But there's another "must have" that you need on your list. I call it the "ultimate marketing secret" because an amazing number of businesses overlook it. So what is this remarkably effective marketing method?

Simple: CUSTOMER SERVICE.

I don't just mean simple customer service. I mean honest-to-goodness, 110% knock-your-socks-off-before-during-and-long-after-the-sale, gotta-love-this customer care. Or, as marketing guru

Jay Conrad Levinson says, "customer bliss."

Too easy an answer, you say? Doesn't matter, it's true. Whether you believe it or not, the fact of the matter is, everything you do is marketing! And customer service is the primary "contact point" for the customer. It's what they will remember most about dealing with you and your business. If any aspect of your customer service falls below their needs, you've lost. Sure, you might have a contract that keeps your from losing their business — this time. But you won't get it again. And you probably won't get the business of anyone they know, work with, or talk to for the next few years...

Yahoo! executive Tim Sanders says in his new book LOVE IS THE KILLER APP, "At a time when more of us have more options than ever, there's no need to put up with a product or service that doesn't deliver, [or] a company that we don't like." Customers know this instinctively and, as the saying goes, will "vote with their feet" as they walk away from your business and head over to your competitor.

If you want to attract and keep more customers, focus on developing exemplary customer service first and foremost! Even before you spend another dime on advertising. And remember, customers base that decision on THEIR definition of service, not yours. How? Well, start by focusing on the customer.

"The best service that you can give customers is to solve their problems," says Thomas Proulx, President/CEO of Netpulse Communications. "Even better is to solve a problem for them before they even know they have a problem." Look at every aspect of your service through the client's eyes. Examine every interaction with you and your business from their perspective:

- What problems might they have understanding what services you provide?
- What materials need to be clearer? Better defined? Easier to read? Easier to get?
- Are you available at the times they need you most? Are your business hours compatible with their availability?
- How easy is it to contact you (and actually get through to you)? How quickly do you return calls? Answer emails?
- When they call, do they know whom they're speaking with? Is your answering system clear and easy to navigate?
- Do your marketing materials (business cards, ads, flyers, etc.) all show the same information and contact numbers? Is it easy to find you/your office?

## The Ultimate Marketing Secret

--Do you have ready access to a list of people who can help your clients with ancillary services they may need (notary public, inspectors, insurance, etc.)?

--Do you have systems in place to quickly obtain/retain/access needed client information?

And that's just the start. You must review EVERYTHING that the client sees, hears, touches, talks to, interacts with in the process of doing business with you and ask yourself: "Is this helpful to my clients? Is this giving them exactly what they need most?"

When you start answering "yes" to those questions 100% of the time, you'll be on your way to providing that oh-so-desired blissful customer service experience.

So there. The ultimate marketing secret is out of the bag. Who's

gonna use it first? you... or your competition?

### **The "Not So Secret" Secrets of Success**

#### **By Terri Seymour**

Have you ever heard of the "secrets of success"? Many times people are trying to sell you these "secrets" for a very high price! Well, in my five years of Internet marketing experience, I haven't learned any "secrets".

These so-called "secrets" are mostly common sense and hard work. We all know these "secrets". We just have to apply them and use them consistently.

#### "Secret" #1 – People

Dealing with people can be hard, but we all know we must be courteous and professional. You need to accept the fact that you cannot please everybody. When you come across one of these people you cannot please no matter what you do, just deal with them firmly, but courteously and professionally. Not a "secret"!

MOE Motto –Treat people as you would like to be treated!

#### "Secret" #2 – Passion

We all know that we need to like we do in order to be really successful at it. If you are interested in pets do not start a business dealing with cars! ;-) Building an online business will take a lot of passion to get through the frustration, obstacles, and other difficulties. There will be many times when we will

## The Ultimate Marketing Secret

need our passion to get us through! Not a "secret"!

### "Secret" #3 – Customer Service

Another "secret" is to treat the customer with respect and courtesy. It will not be easy to deal with difficult customers this way, but it can be done. I have worn down some of the nastiest customers by a continuing campaign of courtesy, politeness and professionalism!

Each time I dealt with this one lady, she was less and less rude and upset and more relaxed and easy to deal with. Eventually, she was thanking me and praising me for being so helpful and nice. Don't be condescending and don't let yourself get upset. Remain calm, yet be firm and respectful. Not a "secret"!

### "Secret #4 – Promotion

To build a business, people must know that you and your business exist. Advertising, promotion and networking are how this is done. Set up a promotion schedule and stick with it. Be consistent. This may get tedious at times, but it must be done!

Write and submit articles, publish an ezine, get listed all over the web, do link exchanges, swap ezine

ads, compile a free ebook for viral marketing, subscribe to announcement lists, visit message boards, get involved in discussion groups.....there are hundreds of ways of promoting yourself and your online business! Not a "secret"!

### "Secret" #5 – Hard Work

Despite what many people have said, it is not easy to "get rich overnight" and "making thousands a week, while doing nothing" just doesn't happen. To be successful you will need to work and work hard. This is where passion for your work comes in! Not a "secret"!

### "Secret" #6 – Commitment

Expanding on the hard work "secret", you will need to make a commitment to success. You must be willing to make sacrifices and work long hours. This will not happen overnight....it could take years. Are you prepared for years of frustration, hard work, ups and downs, dealing with people (good and bad), rejections, and everything else that comes along with building a business? Not a "secret"!

### "Secret" #7 – Pride

Take pride in your work. Your work and your business will be a reflection of you. Build your reputation for a solid foundation of success. Be true to yourself and your business. Not a "secret"!

### "Secret" #8 – Goals

## The Ultimate Marketing Secret

Be aware of what you want and how you want to get it. Do not go blindly into business without some planning of your goals and accomplishments. Use short term smaller goals to eventually reach your long term ultimate goal of success. Not a "secret"!

So we know in order to start and build a business, we must plan our goals, be prepared for the work and commitment of building that business, and that we must build a reputation of trust and professionalism.

I know we all knew that. It just helps to be reminded once in awhile! ;-)

Terri Seymour owns and operates

Learn to publish and promote your own ezine.

Sign-up for the FR~E MOE Ezine Publishing Ecourse

You can contact Terri at

The "Not So Secret" Secrets of Success  
The Secret Affiliate Weapon: Weapon Of Mass Online Profits?  
Secrets Exposed! (And They Don't Even Know It!)  
Internet Marketing Made Simple  
Get that Glow!!!

Ultimate Web Shield  
The Ultimate guide to a Multi-Orgasmic Male  
Tattoo Secrets  
The Ultimate Ad Tracking Tool  
Obesity and Weight Loss



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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