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Top Ten Ways To Attract Loyalty

By Monique Rider

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The Top 10 Ways to Attract Loyalty

Loyalty is valued and appreciated by most, but often hard to come by. Below are some suggestions as to how to attract loyal individuals into your life. Notice that many of the suggestions involve your own behavior.

1. Define what it means to you.

Loyalty means different things to different people. Determine what it means to you. What does it look like? How does it make you feel? Only then can you truly recognize it and welcome it into your life.

2. Model the behavior that you expect from others.

If you practice loyalty and make it a part of your value system, you will easily recognize it in others. Those are the individuals you'll be attracted to.

3. Be true to yourself.

Spend time getting to know yourself, taking care of yourself, and standing up for yourself. If you are loyal to YOU – others will be, too.

4. Speak up!

If loyalty is what you value, educate those around you. Let them know what is important to you.

5. Accept it!

Many of us have so many past hurts that we question every gift

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that comes our way. We are bitter, and hesitant to accept what others have to offer. Life is too short to live in fear. Open your heart and accept loyalty when it comes your way.

6. Don't tolerate disloyalty.

If someone in your life is treating you in a disloyal manner, it's your responsibility to let them know. You owe it to yourself.

7. Life is a journey – allow others the opportunity to change.

Some individuals may act in a disloyal manner and, once educated or confronted, will make every effort to shift their behavior. Don't be too hasty to push someone out of your life. You may

be forsaking a great potential relationship.

8. Live in the moment.

When you live in the moment, your awareness sharpens. You will find loyalty in situations that you never expected.

9. Show gratitude.

Acknowledge those in your life who are loyal to you. They will appreciate your feedback.

10. Get a pet!

Now this is true loyalty!!

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Monique is a survivor of adversity! She believes there are blessings in our struggles. Monique is also the owner of Trinity Coaching Services, a company that provides personal development coaching services. In addition, Monique is a competitive bodybuilder, wife, mother, and published author. To learn more about Monique and personal coaching visit:

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Establishing A Customer Loyalty Program

By Trevor Marshall

A lot of companies nowadays are coming up with various customer loyalty programs to ensure bigger profits for their companies. This may seem to be quite a worn idea already for a customer loyalty program but people, no matter how wealthy they are, actually enjoy getting freebies every now and then.

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1. The Concept

Let's try to further discuss the concept behind this customer loyalty program. With a rewards-based customer loyalty program, the customer will have fun spending more on your company due to your company's promise that the bigger points the a loyal customer receives from their purchases the greater the rewards that they will soon get from the company. From having free expensive designer items to even an all-expenses paid grand vacation trip courtesy of the company. It really doesn't matter – the point is, it is a small amount to pay considering the years of loyal purchases that these customers have brought in to your company. Of course, this all sounds good on paper, but a truly excellent loyalty program doesn't just pamper customers, it entices them to continue patronizing your business, or even tell their friends about it, offering your business some invaluable word-of-mouth advertising.

2. Rebate Programs

A less fancy customer loyalty programs is the rebate program. This is wherein the customer will be able to get a percentage back from the amount of their purchases as coupons that they can use to pay for more stuff from your company. It really is a simpler customer loyalty program as compared to the rewards system. Not only will it be easier on your company's pocketbooks, it will also give your business some added profits because through the rebate customer loyalty program your customers will, in the end, end up spending more on your company because the coupons cannot be exchanged for real currency or used anywhere else. In actuality, there is no real incentive for customers to use the program.

3. Loyal = Profitable?

A lot of people still view being able to provide your loyal customers with great service does not automatically ensure a company that their customers will stay. This is why there is a great need for an effective (but still profit-oriented) customer loyalty program. While great customer service can result in a customer making a purchase more than once, a well-designed customer loyalty program will ensure they wouldn't even ever dream of going to your competitors, and in fact, would even recommend friends to use your services.

4. The What If's

The biggest concern that most CEO's have is thus: a strong customer loyalty program can keep customers that are already loyal loyal, but what about the next generation of shoppers? And even worse, an ill-planned loyalty program, built with little or no data about your existing loyal customers, will be doomed to fail. Find ways to collect this incredibly important data months in advance of launching your program. Invest heavily in a statistics specialist, and ensure he has the latest statistics software

such as SPSS. Remember, even if you have an abundance of data, it will be completely useless to you if you can't make sense of it. Worse still is having data that wasn't collected scientifically to be an accurate representation of the population being sampled.

For more great customer loyalty related articles and resources check out



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