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

**Who Are Your "Most Likely" Customers**

**By Noel Peebles**

**Who Are Your "Most Likely" Customers by Noel Peebles**

You'll notice I've used the words "most likely" in the above question. Why didn't I just ask who are your customers?

That would have been too easy!

Effective research is all about asking the right questions. If I'd just asked who's your customer, you might have been tempted to answer "Well, I suppose everyone who pays me is a customer." Yes you're right, but I already knew the answer to that.

When you think about it, a "good business consultant" is not one who has all the right answers. I believe it's the opposite. A "good business consultant" is the one who knows all the right questions to ask.

>From experience I've found that if you ask the right questions, the answers will eventually become obvious. I've also discovered that many owners of small businesses know the right answers; it's just that they've never asked themselves the right questions.

That's why I reworded the question to ask – who are your "most likely" customers? To answer that accurately you will have to really think about it. When you do, you'll soon conclude that your "most likely" customers are different from "Joe Public" (the general population).

## Who Are Your "Most Likely" Customers

How then are your "most likely" customers different from the general population?

I ask this question because no two businesses are exactly the same. Each business has the potential to attract different people. Your product or service may have specific features or customer benefits. There could be a difference in pricing, the level of service you offer, quality standards, presentation, distribution, brand image, location, convenience, guarantees etc.

With this in mind it is fair to assume that your

"most likely" customers, are different from the general population. Your customers may be different from the customers that your competitors have.

If you can identify how they are different, then it will be much easier (and more cost efficient), to reach them. You'll be able to target these prospects in a way that makes them "sit up and listen."

If you can find out what makes your customers different from the rest of the population, then you'll save yourself a lot of money and effort chasing after the wrong people.

### **Keeping Customers With Communication**

**By Claire Cunningham**

#### **Keeping Customers With Communication by Claire Cunningham**

You work hard to attract new customers, right? Mailings, phone calls, ads, publicity. You have an annual marketing plan devoted to bringing in new customers.

What about the customers you already have? What are you doing for them? Of course, you're delivering a top quality product or service at a competitive price. But that's not enough.

Business wisdom says current customers are your best source for new sales. After all, these folks have already established a dialogue with you by buying from you. It's up to you to keep the conversation going.

## Who Are Your "Most Likely" Customers

Here are communications programs that work well with customers.

1)NEWSLETTERS - If you have expertise and information customers want and need, send it out in a newsletter. Remember, successful newsletters are published on a predictable schedule, provide useful information, and are quick-to-read and attractive.

2)TIP SHEETS - Not sure you have enough content to keep a newsletter going, but customers still need good information? Tip sheets on specific topics may be the answer for you. This lets you package and brand key information so your company becomes known as the expert. Make sure your employees know about these tip sheets and use them.

3)WEBSITE - Set up a special customer section of your website that's password protected. Fill the section with information customers need - newsletters, tip sheets, a way to post questions and get expert answers, downloadable forms, handbooks, documentation, etc. Not sure what to include? Poll some of your best customers.



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