

# *Stop the F\*cking Insanity!*

*Don't Listen to Frauds or Non-Business People.  
Discover Shocking Insider Secrets From  
103 Successful Small Business Owners.*

*"Business Failure is ALWAYS Guaranteed  
Without this ONE Secret Ingredient"  
(It's NOT What You're Thinking)*

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# *Table of Contents*

*Legal Page*

*Intoduction*

[Chapter 1](#) *It's All About Business*

[Chapter 2](#) *16 Ways to Fail with Your Online Business*

[Chapter 3](#) *10 Reasons Your Customers Are Not Buying*

[Chapter 4](#) *Why is Dating and Business Similar?*

[Chapter 5](#) *How To Lose Customer Loyalty FAST*

[Chapter 6](#) *Why Don't Customers Like You?*

[Chapter 7](#) *Failures Seldom Use These Powerful Words*

[Chapter 8](#) *103 Successful Small Business Owners Release Their Secret to Insert The Most Powerful Business Ingredient*

[Chapter 9](#) *Insert These 13 Methods in Your Online Business or Fail*

[Chapter 10](#) *12 Ways to Lose Your Prospective Customers*

[Bonus eBook – FREE –](#)

[Zachary McAuthor's Powerful ebook Collection](#)

# *"Business Failure is ALWAYS Guaranteed Without this ONE Secret Ingredient"*

## Introduction

Disclaimer: All the powerful lessons you learn within this e-book are written for the sole purpose to help and encourage ethical and honest Internet Marketers to sell or provide more beneficial products and services. The information on these pages is not intended for any ill gotten gains or to “Con” someone out of their hard earned money. Please Do Not Use this Powerful Information to Take Advantage of People.

I don't need to tell you there are hundreds or thousands of different types of businesses. There are thousands offline and online. Business owners fail due to a variety of reasons, however, there IF this ONE ingredient is NOT inserted into the business model, then it will FAIL and the business will not survive at all. This ONE ingredient is the reason most people pull out their hard earned cash and pay the business for their product or service.

Without this one special ingredient, then the business will FAIL.

All businesses must have this one ingredient. Those who have this ingredient and lose it, soon discover their days are numbered.

Some businesses are very much like a recipe. Many great meals are created with a recipe for success. A carefully followed recipe will help insure the person will enjoy the meal. Sometimes if ONE special ingredient is forgotten or maybe the cook wanted to cut “cost” corners and not use ONE special ingredient, then it’s possible his patrons will not enjoy the meal and if he keeps doing it, then he could one day discover he’s not cooking for anyone. The restaurant is empty and has a For Sale sign on the door.

It’s the same way almost every business. If a business owner leaves out or does not insert this special ingredient, then they will not last and they will certainly fail.

Unfortunately, many business owners believe the only way to be a true business man is to TAKE as much as possible from their customer. Some business owners even believe it’s best to give the customer less than he expects, as long as the business owner earn more profits.

Most business owners never realize that you must GIVE to GET. It only makes sense to provide the customer with a pleasant buying experience. Why would any business owner want any customer to leave his establishment feeling cheated or feeling he or she didn’t get their money’s worth? That is wrong any way you look at it.

This eBook will quickly dive into the ONE special ingredient that will help every business succeed . This one ingredient could possibly be the BIG difference a business owner succeeding or failing.

Once you know and understand the importance of the ONE special ingredient, then you can implement it quickly and your potential customers will buy from you over and over and over. Successful companies use this ingredient to create life-long customers.

The BIG five companies in our country all use this ugrently important ingredient. They use it so much that most people don't think twice about buying a particular product anywhere else. The company has created a life-long customer, by the millions.

Again, it doesn't matter if it's a ONLINE or OFFLINE business. Without this one special ingredient, the business will fail. There is NO reason anyone would ever want to give their money to any company unless they insert this ONE ingredient.

## *Chapter 1.*

### *It's All About Business*

Most every business person makes a list of all the essential things needed to start the business. They make a list of inventory, costs, employees, bank, marketing, advertising, products, contract laborers, copywriters, furniture, etc.

Many times, the business owner has already analyzed his market, and he/ she has decided who the target market is and if it's large enough for his product. The new business owner has probably considered all the ingredients required to succeed. Even though most small businesses fail due to lack of capital or lack of experience, there is still ONE more ingredient, if inserted, could mean the difference between success and failure.

It's a fact, most people shouldn't be in business because they have the wrong idea of what business is about. What is business about? Business is a transaction between two or more people. There is the company or individual who is selling and a person or persons who are buying. In my opinion, it's only called good business when both parties are satisfied with the transaction. They are trading value for value. The person buying the product is trading his "money" for the "product". Simple, right?

The person who sells the product is called the seller or merchant. The person buying the product is the customer. Most Business people have the notion that they must manipulate the situation in order to get the better end of the deal. They think this is being a good business person. This may all sound elementary, but this is true. Some business people do not GIVE to get. They think they should undermine a potential customer in order to get every nickel they can from any customer.

Many business owners almost treat potential customers as the enemy and he must defeat them. They must be defeated by manipulating the people into buying the product(s). They must entice the person or fool him or her into buying. Do you think this is good business? Nearly all chip manufactures use this sneaky technique. It increases profits tremendously. When all the chip manufactures hide their contents, then there is no other products to buy, if you want chips at a fair price. This is as bad as price fixing.

There are many business owners who think it's perfectly fine to cheat or give the customer less than what is expected. After all, it's about earning profits. How many time you examined a bag of chips. The bag is usually printed solid colors so you can view the contents. Why? Because the bag is only  $\frac{1}{2}$  or  $\frac{1}{3}$  full of chips. The rest of the bag is full of AIR. They are fooling their customers. Customers think they are buying that big bag of chips for one price, but they are actually getting way less than they thought. Is this good business?

## *Chapter Two*



### *About ONLINE Businesses.*

A typical new visitor to a website will determine whether to stay or leave within the first 15 seconds. It's crucial that you immediately instill a sense of TRUST very quickly. Then once you've established trust by delivering a quality product or service, the next crucial step is – create loyalty.

A few TRUST ingredients may be repeated – but they are to make a point and drive home their importance.

This e-book has been carefully laid out so you can read it with simplicity. Lots of bullet points for easy review.

Here's 16 Essential Concepts. However, there is ONE under lying message

#### 1) Design of Website

An **aesthetically** pleasing site will show the visitor that you're serious and you want them to have a pleasant experience. It doesn't need to be a fancy \$5,000 website –

many marketers are using simple WordPress websites. They can be made to look very nice, user friendly and pleasing to the eye. A simple, pleasant website with all the information needed will provide TRUST to the visitor.

## 2) Prove That You ARE a Live Human Being.

Make sure in some way that the visitor knows your website is not an old abandoned website. Place a date at the top of the page or let them know you're behind the website and ready to do business

Display some **recently updated** content (with a date) to show that your site is up to date. Having a blog or an embedded Twitter feed are great ways to show your site and people behind it are still active.

## 3) Humanize Your Website

People don't trust a website – they **trust the people** / brand behind the website. That's why you should use real images of you and your team. This way people can see that a real person is behind your site, and not some robot. It humanizes your website.

You can take this a step further by using videos to present you, your team, or your products.

## 4) Utilize Social Proof

Social proof – showing that **other people** use and trust your site – is a very important factor in establishing trust, as it's deeply rooted in human beings to look at how others behave and then mimic it.

Social proof can be as simple as having a Facebook fans / Twitter followers / RSS subscribers counter or user comments on your site. Alternatively, you can also use more detailed and in-depth “proof” such as customer case studies or video testimonials.

## 5) Make It Speedy

Slow loading sites tend to come across as less serious, degrading the trust relationship.

It doesn't really matter why your site is slow, 47% of all web visitors expect your site to load in **2 seconds** or less. You can, however, cheat by speeding up the perceived load time.

## 6) Familiarity Breeds Trust

New visitors will **feel familiar** with your site much faster if it's easy to use. A well-structured site tapping into the most common web conventions goes a long way in making your visitors feel familiar with (and thus in control of) your site.

## 7) Leverage Other Brands

Partner logos, services you use, trade organizations you're affiliated with, places you've been reviewed, site seals, etc. – it's all good ways to leverage the **brand power** of other organizations. Affiliating yourself with these brands shows you're in good company, suggesting that the visitor will be in good company with you too.

This is why you often see sites boast “Seen in New York Times” and so on – even if the actual mention had negative elements. If you sell something and don’t have any other brands to tap into then simply showing the logos of credit cards you accept on your site is better than nothing.

## 8) Who Are You?

A well written about page is a great way to quickly instill TRUST with new visitors curious about your site.

## 9) Don’t Hide

On the Internet anyone can be anonymous. Don’t be. Keeping some privacy is a good thing, but provides enough business information so the customer feels comfortable.

If you may want to consider showing your address on a map. Actually showing your address on a map makes an otherwise unrecognizable address seem more trustworthy, as the user can literally see the place exists.

## 10) Proofread

Obvious silly grammatical and spelling errors on your site will immediately tell the visitor that you DO NOT care enough to make the copy ready to read, and then maybe your product has error and flawed also – a bad start for establishing TRUST.

In our experience, grammatical and **spelling errors** are more forgivable on informal channels such as your blog, Twitter account, Facebook page, etc – part of the appeal is that the content hasn’t gone through multiple layers of marketing teams, copywriting,

proofreading, etc. On your more formal channels and all static pages hiring a proofreader can be a good idea and easily worth the cost.

### **11) Have Authoritative Content.**

I would add having an authoritative content. When content looks like you really know what you are talking about (even if you don't) it seems more trustworthy.

### **12) Transparency**

Make sure to have all your Privacy Policy statements on your website – along with Terms of Use, Disclaimers, etc. Visitors really do want to see this, even if they do not read all of it. Again, it adds peace of mind. They want to know you're legitimate. About your Guarantee – make sure to be transparent. Tell the truth. Do not lie through omission. Most people can SEE that in a heart-beat.

### **13) Friendly Error Recovery**

Always support your customer error pages.

### **14) Customer Testimonials**

Naturally customer testimonials work well. Potential buyers want to know it has worked for others and if it worked for them, it's probably a good chance it will work for them too. It offers more peace of mind.

## 15) Tell Your Visitors a Quick Story.

People want to know who you are. Give them a brief history. Tell a story that the visitors can relate to.

## 16) Get to the point.

Be upfront with your visitors. Tell them exactly what you do and what your website is about and what your potential customer should expect from you. Be excited and glad they are there. If you don't tell them and be honest – many customers will leave quickly.



## *Chapter Three.*

# **Powerful Reasons Your Potential Customers Are Not Buying Your Products or Services**

If you are finding that you are having difficulty in selling your product you may want to consider the following reasons why consumers don't buy and evaluate how you can do better at marketing your products in a way that converts consumers into your customers.

**1. They don't understand the benefits of your product.**

You have not made the problem clear and how you can solve the problem.

Consumers buy based on the benefits your product bring them. Create a list of the top three benefits of your product and use those in your marketing message.

**2. They don't feel the perceived value of the product.**

They may want the product, but usually prospects will not buy products that they perceive as having no value or not worth (in their mind) the price asking for it.

**3. They don't see how your product meets their needs. From the information they received – they do not need or want your product or services.**

Do consumers know how your product meets their needs? Does it make their life easier, save them time, and make them feel better? What need does your product satisfy?

4. **If Your Potential Customer Do Not Trust you, then They Will Not Trust your Guarantee either.**

The prospect may want and need your product or service and they are willing to give the price you want, however they **DO NOT TRUST YOU OR YOUR GUARANTEE. TRUST IS THE NUMBER ONE REASON PEOPLE DO NOT BUY.** What can you do or say to convince your prospect you are ethical, honest and will provide a satisfactory product or service or they will get their money back. How do you convince them?

Increasing  
Customer  
**Trust.** A Few “Forgotten” Ways to  
Increase Customers Trust in You.

**Trust:** common wisdom says you have to earn it. But if you’re just starting out or want to bring in new customers, you must somehow convince them you are worthy of their TRUST before they’ll do business with you. Here are a few ways you can do that—ways that might seem dangerous or harmful to you, but can actually be a huge ADVANTAGE.

**Tackle their objections head-on.** For your copy to really sell, you have to know the reasons people don't buy from you. Are your products or services more expensive than your competitors? Do your products have less quality? What's problematic concerning your products or services? Take a good look at your product and services and the position it has in the market place.

By analyzing the problems of your product or service and finding out why more customers are not buying will instill TRUST with your customers. They will know you care and they are valued.

**Make yourself vulnerable.** When you're online—especially when you're on social media—you're talking to an audience of hundreds or maybe thousands. It can be quite intimidating dealing with negative comments sometimes. Customers sometimes act differently if they can “see” you, rather than a faceless person.

If you get a negative comment on social media, it's more effective to reply with a personal message that sounds like it comes from a live human being. And when you're promoting yourself on social media and on your website, letting your readers see who you really are—beyond your business—**this will build TRUST.**

**Don't talk about yourself.** Your readers don't care about you. They care about themselves, and they are visiting your website to satisfy a want or need. Let them know upfront that you understand WHY they are there.

Write or tell in a video about what they need, and then talk about how your product or service meets that need. Always put the customer first in your copy: don't talk about what you offer. Talk about what they'll get and the benefits they will receive.

**Take on their risk.** The whole point of a business is to make money. But if you want to build trust, it can help to show a willingness to forego making money in the customer's best interest. Everyone who hasn't done business with you before is taking a risk by giving you their money for the first time.

**Remove their risk and put the RISK on yourself. Offer a money-back guarantee.** If your product really works, then very few customers will ask for a refund. Always honor your refund. You and your company can be "trashed" very easily on social media sites.

## Chapter Four

### ***Why is Dating and Business Similiar?***

*You need to get out there and be seen. You need to “romance” potential customers and get them comfortable with YOU and what you’re offering.*

If you’ve been in business for a while, you’ve probably heard the concept of **know, like, and trust**. Salespeople often talk about it as a lead-generating tactic used before the sale. Good salespeople know that a prospect needs to know, like and trust you before she’s willing to complete the sale.

But the most important moment for know, like and trust isn’t before the sale ... it’s after.

### **Creating more love ... when it counts**

Everything’s all roses and candy during the romantic “does he like me?” courting phase. And any competent salesperson gives “great customer service” before the sale.

It’s what happens the day after that *really* matters.

Here are five ways **know, like, and trust** works during and after the “transaction” in both business and dating.



(And for any readers who have been striking out romantically, these tips just might come in handy there as well.)

## **1. Go beyond small talk**

**Example story:** I've been married for a long time and my husband has given me insights on how scary it is for guys to ask women out on a date. No one likes rejection.

You can go into a lot of bars, but if you actually want a date, eventually you're going to have to get beyond small talk and ask someone for a date.

Making small talk in business is easy. You can give away all that fabulous content and have a good time chatting on Facebook, twitter, and your blog.

But eventually you must ask for an order or you will starve. If you don't, you aren't in business, you have an expensive hobby. And hobbies don't pay the mortgage or any of the bills.

## **2. Don't mess up the big moment**

The person of your dreams says Yes — she actually will go out with you!

You feel good about yourself and you're feeling the best looking guy on the planet.

Now, don't mess up the date. It's probably not wise to take her to a dark porn flick in the worst part of town or take her over to meet your new homeless friend – on the 1<sup>st</sup> date.

If you have more than one-brain cell in your head, you will probably take her to somewhere special – so you can talk and get acquainted. Make a great first impression.

In business, when someone finally says YES and clicks your awesome *BUY NOW* button, everything needs to work perfectly. They need NOT to have any problems.

### **A bad shopping cart experience will KILL the sale.**

- Make sure your site looks safe, friendly and professional. This will give trust.
- Check your links. (All of them.) (Especially the *Buy* ones.)
- Make sure your online check-out actually takes people through the process quickly and easily.
- And make sure you've got a great support system (this might be you, in the early days) in place to handle transactions that have issues.

### **2. If things don't work out - always be gracious.**

Let's say you go on your date and discover, Geeze, although the guy does have hair and teeth, he's also has the personality of a door knob.

We've all been on bad dates. It happens. When both of you agree that you have nothing in common and it's time to move on, then don't be a crazy idiot about it.

In much the same way, in your business life, some people who buy your products will hate them. Don't make them hate you too. Always provide customers with a strong money back guarantee, and be polite and gracious with refunds as you were about their purchase.

### **3. Don't lie**

Almost every woman has a story about the guy she dated who did NOT reveal some important facts about himself. He conveniently omitted them.

Leaving out important information like "I'm married," "I just robbed a bank and I'm Wanted," or "I'm an alien from another planet" is a sure way to ensure a really ugly breakup. Not a good idea if your reason is to create a long term relationship.

When it comes to your business, you need to deliver on what you promised. If you say you are going to provide something, then DO IT.

Don't promise stuff you can't deliver. It's a sure way to kill any TRUST. Word gets out about that kind of thing.

If something happens and you're unable to honor your promises, then step up and say SO. Do not hide or act like you forgot.

#### **4. Follow up**

Assuming you go on a date, and maybe even more than one, eventually there's that magic moment where you make the big connection and the sparks begin to FLY.

**Here's where *know, like, and trust* gets really important.**



The day after, give her a call. If you don't, you'll be branded as a NO-GOOD S.O. B. forever.

Wham, bam, thank you ma'am doesn't work well in business either. No customer wants to feel like a one-night stand. NOBODY DOES! So, don't take their money and run!

Yes, you can use marketing techniques for up-sells, down-sells and cross-sells, but that's not really what your customer needs right after they purchase something from you. They need to hear the two words you learned to say as a child. Thank You and probably more than just ONCE.

## *Chapter Five:*



***When your customers really feel appreciated, then they may remain loyal customers***

After the sale, the customer who **knows, likes and trusts** you are likely to buy from you again. That's how you build a business (or a romantic) relationship that lasts for the long term.

### ***Sure Fire Ways to Break the Trust Bond or Make it Stronger.***

**Make your copy believable.** Do not make outlandish claims.

The first rule of successful copywriting is to make your copy believable. Avoid exaggeration, and be aware that people are not going to immediately trust you enough to accept whatever you tell them! By being honest, you are making a great effort to gain the trust of your visitors and your bottom line is likely to show the result.

**Start headline writing by brainstorming several options.** No one - not even the most seasoned copywriters - get a headline right on the first try. So accept this and get started brainstorming headline ideas. Try creating one around each of the major

benefits of your product. Other great ideas are to write a few in the style of "How To..." or "Discover..."

**Guide prospects toward purchasing - don't push them.** Pushy sales people do nothing more than irritate potential customers. Don't do it. Give the prospective buyer enough information so they can make an intelligent decision. If you write a sales letter that's full of hype, you're putting that pushy sales person in front of every prospect who visits your site. The best approach is; use persuasion and honesty to help them buy. You're your prospect a sold emotional reason to buy.

**Make a COMPELLING announcement in your headline.** Naturally, you'll use a best feature of your product or service and create a need for it in your headline. Show them they have a problem – even if they don't realize it and how you solve the problem and change their life.

**Always review your existing copy – you'll be amazed how it will get better and better.** On average, professional copywriters spend more time editing than they do writing. If prospects are not responding, then review your copy. IT'S ALL IN THE COPY. There is a reason they are not responding, it's up to you test, test, test and see what copy triggers are they wanting to see.

**Work on the parts of your copy your prospects will be reading the most.** Although all of your copy is important - there are five parts of every sales letter that you should pay particularly close attention to. They are your headline, subheadings, first sentence of every paragraph, first bullet point in a list and the PSs. These are the parts that will be read the most.

**In surveys, the biggest reason customers cite as the reason they shop where they do is because they felt a "trust and confidence" in that business.**



## Chapter Six



### Why Don't Customers Like You?

Here are six ways to build customer trust before that customer actually makes their first contact with you.

- 1. Stop being a cold impersonal business and start being a warm, personable business.** Building the company name is one thing but bringing an actual personality to a business is another. All your ads should speak to one person not the huddled masses. Use less "I" and "we" and more "you" and "yours." When you write your ad copy think of one customer you know and like; and talk to them as though you were face to face.
- 2. Be truthful.** By that I mean, don't tell just part of the truth in your ads. Nothing will upset a customer more than to see an ad for a product costing \$49.95 only to discover, after the "fine print", its \$149.95. If there are additional enhancements that will make the product a better value then present them with the benefits that will display that value.
- 3. Some people say that imitation is the sincerest form of flattery.** Being "Cute" in your advertising does build trust and confidence in the business. If you are going to talk about your business in slogan terms be

clear in what you say. "The number one seller of XYZ snowmobiles in the tri-state area" and cite the documentation for saying that.

- 4. Spell out your guarantee.** Build your reputation for standing behind what you do even when it sometimes costs you. Your word is your bond. Guarantee your work and stand behind it even if it hurts.
  
- 5. Make it easy for customers to complain.** Provide phone numbers, feedback email access and any other ways you can think of for customers to notify you when there is a problem. The longer it takes to resolve a problem the more potential customers will hear about this particular customer's dissatisfaction with your company. Solve problems quickly.
  
- 6. Build on your successes.** Actively solicit testimonials from satisfied customers and display them where customers can easily see them.

The company name is important but putting a personal feeling on the business is never a bad idea. Fortune 100 companies spend billions on image that is geared to creating trust and confidence in each company's brand name and products. DO WHAT WORKS.

# TRUST

is the most important element for potential customers.  
They will not click the BUY button without it.  
Why should they?

- Trust that their money will be well spent.
- Trust that it will be worth their time and effort to visit you.
- Trust that their experience will be what they expected.



**If there is NO Trust Your  
Potential Customers Will Not  
Buy.**

## **Why Lose Prospective Customers?**

1. Recommendations from people I know (84%)
2. Branded websites (69%)
3. Consumer opinion posted online (68%)
4. Editorial content such as newspaper articles (67%)

So why is this research so important?

When you only have limited time and marketing dollars as many of us do in small business websites, you want to focus your precious marketing resources on activities

that bring you the best return on your investment – that is, activities that are seen as most “trustworthy” by your potential customers.

Here are 10 ways to help build your customer’s trust online and help them take that important step to “buy now” and take the time and effort to experience your product or region.

## **1. Have a website that works**

Your website has the potential to be one of your most effective trust builders with your customers (2nd most trusted!). Does your website resize to fit any screen size? Can customers easily find the information they need? Are you using professional photos of your product or service?

If you don’t have a website that works on different screen sizes, different mobile devices; customers can’t find or easily navigate your website; it has broken links, unprofessional photos, how can they trust they won’t have a similar experience with your product?

Make sure all elements of your website work perfectly!

## **2. Share testimonials.**

Testimonials from happy customers are one of the quickest ways to build trust with potential customers! Collect and share customer testimonials on your website, social media and e-Newsletters.

### **3. Should get social “word of mouth” working to promote your website.**

**Remember this** -Word of mouth marketing is the number 1 most trusted advertising there is – however, it takes much longer, but with the right exposure on social sites, it can be done rather quicker than ever before.



Facebook can be a great vehicle for word of mouth marketing. When your customers share an update about their time with you or “check in” to your business, there is a good chance their friends and family will see it also – free word of mouth marketing for your tourism experience!

Think about ways of encouraging your customers to “tag” your business or region in their social media update (by “tag” I mean when a person shares a link to your social media page or website). Also think about an incentive to “check in” to your business on Facebook.

### **4. Share photos of you and your staff**

Don't be shy! Customers LOVE to put a face to who is behind a business, as we do business with people NOT brands.

Places you can share photos of you and your staff include your website "about us" page, social media updates, Facebook timeline image, email newsletters and your email signature.

## **5. Write in first person.**

Please don't bore your customers with generic, third person copy on your website or with impersonal social media updates.

Write as if you are speaking to your ideal customer when writing copy for your website, social media or email updates.

Make your customers feel like you are talking specifically to them! This builds connection and trust!

## **6. Solve your customers' problems.**

Building on point 5, when you know your ideal customers, you can solve their problems, which is a big trust builder! Solve my problem = you have my trust!

This is what most customers think. "Solve my problems for me and I will spend my money with you". Do your best to solve your customer's problems. You can do it in a number of ways. Newsletter, email, photos, videos, reports, e-books, etc.

## **7. Consistent social media updates.**

Potential customers are likely to check your social media pages to get a feel of you.

Are you regularly posting helpful and interesting updates? If your last social media update is more than a few weeks old, it makes customers think something is wrong with your business.

Again, this isn't necessarily logical, but it's how we think! Only promote social media channels to your customers when you are committed to updating them on a consistent basis.

## **8. Share your awards.**

Have you won an award or another industry award?

An industry-recognized award is fantastic third party endorsement for your business! Others have recognized how great your tourism product is.

Make sure you include your award logos on your website and share an update with customers in your email newsletter and on social media.

## **9. Share public “interest” publicity.**

Have you received some great media coverage of your business? This is a great third party endorsement for your business or website.

Try to get positive publicity for your business or possibly provide media coverage on your website, eNewsletter and social media updates.

## **10. Respond appropriately to negative customer comments online.**

84% of people's impressions are improved by an appropriate managerial response to a negative review.

So embrace any negative comments you happen to receive online. Showing potential customers how you will handle any customer problems or complaints.... **This will build TRUST.**

## **Social Proof**

When you say something great about your company, people know you're biased so they discount your opinion. My first piece of advice is this: don't tell people how great you are. Instead, let your customers do that job for you. Testimonials are good.

Because people trust un-moderated reviews more, you should also consider adding links to your Yelp, Amazon and Google+ Local pages, because these are unbiased reviews from consumers that companies can't really edit.

When you talk about your own company, instead of saying how great you are, talk about what you believe in. Explaining what values you stand for can help you connect with your customers at a deeper level.

## “Humanize” Your Website

People do business with companies they like. And, for people to like a company they have to know the people behind it. I believe that the “About Us” page is one of the most important pages on your website.

Tell your prospects what you do and what you're about.

Videos are extremely powerful.

Your writing style is another way you can connect -or disconnect- with your audience. The best way to write engaging copy is to write the way you speak. Get rid of the big words and your boring mission statement. Add personality to your copy. It should read as if an actual human wrote it, not a robot.



## The Bottom Line

Most companies focus on making great sales points on their websites, but if people don't trust you the battle is lost before it has even started.

The best way to earn trust is to be real: show both your positive and negative views on things, admit your flaws (nobody is good at everything).

## Creating the Right Sales Copy

*It doesn't have to be hard -you simply use a formula.  
Plug in the right elements and you can create the TRUST  
required and customers will appreciate it.*

*Any one of the copywriting techniques you're about to learn - will explain how to increase your conversion rate on its own, but use all of them together, and you'll create an unstoppable online salesperson that'll sell your product or service 24/7.*

### **1. Write to a targeted audience.**

Study your target market. Who are they? What do they look like? What do they do for a living? What do they wear? Where are they? You have to know exactly who your niche market is and then target your sales copy to precisely know what THEY want and need.

You can find out a lot about your site visitors' preferences and habits by looking at the server logs that your web host supplies:

- What's the most popular page on your site?
- What pages do visitors stay on for the longest time?
- Where do people most often click away from your site?
- When do most people visit your site?

Also consider the questions or comments you get from customers after a sale. What do they want to know? What do they like or dislike?

All this hard information will help you come up with copy that addresses your users' specific needs and anticipates any questions or objections they might have--just the way a sales rep would do in person.

## **2. Create a COMPELLING attention-grabbing headline.**

A winning headline gets straight to the point and promises an answer to the problem your visitor wants you to solve.

DO NOT WRITE WEAK (Say nothing) HEADLINES. Your COMPELLING headline must state the customer's problem – then a promise to solve it.

Get all of the facts concerning your business--including insider information AND closely guarded industry secrets--so you can help your visitors make a totally informed decision.

If your visitor relates to the problem and if the problem is “painful” enough – and you offer a solution, then the visitor will want to read on. . . and that’s your objective.

### **3. Establish your credibility.**

Your visitors are just two clicks away from dozens or even hundreds of other sites similar to yours. Why should they believe what *YOU* have to say? You have to prove quickly that what you're about to tell them can be trusted. What do you do and what do you say?

- **Provide your credentials.** Detailing your credentials helps establish you as an authority on your subject in the eyes of your visitors and will put you one step closer to making the sale.
- **Tell a story.** Explain the story behind your business or product, and your visitors will relate to you as a person, rather than just seeing a faceless commercial website.
- **Use testimonials.** Results-packed testimonials from happy customers are the most powerful trust-builder of all. Make sure they're specific and describe the exact results your customer achieved by using your product or service. Include the person's name, company name and URL if possible to show there's a real live person behind the rave review.
- **Add a strong guarantee.** Since your product or service can't be inspected over the internet, many consumers are understandably cautious about buying online.



A strong guarantee shows you stand behind what you're selling. We've found that the longer your guarantee period is, the fewer returns you'll get!

#### 4. Talk about *benefits*, **not** just features.

Your potential customers want to know how your product or service will make their lives easier, more prosperous or how they will feel - so focus on **benefits**, not features.

Here's an example:

- **Feature:** The Grade A Gardening Shovel is ergonomically designed to remove weeds more efficiently than traditional shovels.
- **Benefit:** Get your weeding done in half the time *and* reduce wrist soreness!

**A BENEFIT answers the question "What's in it for me?" and gets visitors to imagine using your product to take care of the problem they're trying to solve.**

#### 5. Add a sense of urgency for immediate sales.

Now that your visitors know where to find you online, they may decide to browse around some more, think things over and come back later--only they *won't*

Come back. **Be careful about using FAKE scarcity. Sometimes it will go against you. You may come across as a husker or someone they**

## **shouldn't trust.**

You need to give your visitors a good reason to buy now rather than later. Offering a limited quantity of products or offering them only for a limited time can give them the nudge they need to pull out their credit cards.

Coupons or discounts that expire also motivate potential customers. Another option is to offer a special bonus item for a limited time. For example: "This special bonus is available only to the first 200 people who order!"

## **6. Format your pages for easy scanning.**

People scan online rather than reading word by word. Break up your text with these techniques:

- **Use bulleted lists and subheads.**
- Make short, chunky paragraphs of one to four lines--and mix them up.
- Emphasize important points with bolding, highlighting, or italics.
- Use a plain font like Arial or Verdana.
- Use only relevant graphics and images.
- Put your text on an unpatterned, white or light background.

## **6. Ask for the order.**

Once you've drawn your visitors through the sales process by explaining the features and benefits of your product or service, you need to spell out exactly what you want your visitor to do. For instance:

- To order now and receive your copy within minutes, [click here!](#)
- [Click here](#) to take advantage of this limited-time offer!
- To get your widget--backed by our 100% risk-free guarantee--[click here](#) now!

If you don't make the next step crystal clear for your visitors, there's no telling how many sales might be slipping through your fingers.

When it comes to your online business, your sales copy is your one and only chance to communicate directly with your potential customers and tell them why they should buy from you over someone else.

Use these copywriting techniques to make sure your sales copy is doing its job.

If you don't have customers, you WILL NOT have a business. And turning those customers or clients into SMILING CUSTOMERS that keep coming back is the key to having a successful business. You may notice some similar insights, but I kept the concepts separate, as something in the way one is framed may resonate differently with you.

## *Chapter Seven*

### **“Words Have Power!”**

**Very Powerful Emotional “psychological” trigger words that will convert visitors to buyers.**

Here is a list of "psychological triggers" to get you started to get the prospect in an even an emotional "buying-mode" or to help convince the prospect they really need what you're offering.

This is short but very good list of words. These words definitely have an emotional and psychological effect when used.

## **This stuff works!**

### **Words that Create Positive Emotions**

1. Energize
2. Boost
3. Refresh
4. Revitalize
5. Kind
6. Compassionate
7. Vibrant
8. Strong

9. Understanding
10. Overcome
11. Thrive
12. Gentle
13. Success
14. Power
15. Achieve
16. Bright
17. Colorful
18. Thoughtful
19. Positive
20. Satisfaction
21. Happy
22. Health

### **Words that Create Curiosity**

23. Banned
24. Illegal
25. Secret
26. Taboo
27. Covert
28. Hidden
29. Exposed
30. Undercover

### **Words that Trigger Action (and Induce Sales)**

31. Explosive
32. Scientifically Proven
33. Urgent
34. Free

35. Profitable
36. Erupting
37. Limited Time
38. Deal
39. Proven
40. Tested
41. Expert
42. Easy
43. Simple
44. Money
45. Fruitful
46. Closing
47. End
48. Action
49. Buy
50. Lazy

## *Chapter Eight*

# **103 Successful Small Business Owners Reveal Their Secret For Success.**

## ***Creating TRUST AND LOYALTY.***

### **1. Reply to Your Customers – Pronto! Do not ignore them.**

When a customer or potential customer takes the time to contact your business via phone or email, a prompt response (at least within 24 hours if not sooner) immediately creates TRUST and loyalty. Even if the response is brief and notes that you are unable to respond in full until later, the customer will appreciate knowing that you have received their message and intend to give it attention.

### **2. Hit a Home Run**

Too many people miss opportunities to hit home runs. After doing business with someone, following up every now and then with an actual thank you card and a box of chocolates in the mail is a massive home run. We're in the game of trust points and emotional impacts. Loyalty is bred from home run human connections. It's no secret that the humanization of business is happening right now. Anything human wins. Real, solid, meaningful heart to heart stuff will always be king.

### **3. Relationships Matter**

Relationships are important in business and are one of the best forms to create customer loyalty. Non-promotional contact is helpful in remembering/recognizing clients. We send fun mail outs- hand written cards with a coffee card to "take a break on us", a book they might enjoy, or a hand written note keeping in touch. We offer a complimentary follow up program to help clients maintain success after our training event. Building a relationship is the first step; maintaining it helps create loyalty.

#### **4. There is No YOU in Customer**

Understand that what you sell or provide is not what is important to your Prospect or Customer/Client. What IS important to them is what you can do for them. What problem can you solve? What need can you meet? What pain can you alleviate? What cost can you reduce? This is advice I give small business owners in all my workshops and both my books and they thank me later for changing their viewpoint.

#### **5. Speak Their Language**

Certain words make your trigger your customers and others fall flat. Talk to leaders about order, strategies, and productivity. Teachers speak of training, courses, and methods of study. Most entrepreneurs speak their own language. If this matches their clients' terminology, everything flows, but if the clients have a different mental framework, then a disconnect in WORDS will hold you back.

#### **6. Superhero for Hire**

In order to get longer term customer loyalty YOU must a HERO. Go the extra mile and give them VALUE – become a problem solver. You will make customers for life.

#### **7. Become a Clipping Service**

Give MORE than the customer expects.

Do the small things that will stick in your customers' minds. I find that links to articles of interest to my clients work very well. Most of my clients are too busy to spend a lot of time on the internet. I always pass along links to articles or books that may interest them. This positions me as someone who is in the know.

This isn't hard to do -- just keep your best customers in mind as you surf the net or read business publications...

## **8. Fail Them!**

There is a brief window of opportunity following a service failure where customers/clients can recover their TRUST and actually leap from a state of disappointment to a state of loyalty. Take that feedback and use it as an opportunity to improve your service offerings, showcase your ability to listen to your customers or clients and potentially turn a disgruntled customer into a loyal lifelong customer.

## **9. Listen Up.**

Listen. Listen to your customers.

Don't make this more complicated than it needs to be. In an age of social engagement, all you need is a Twitter account, a Facebook page, or a LinkedIn group- and an exec that cares enough to check in for a minute every day to find out what people are saying.

## **10. Your Customer Requires Empathy**

You must empathize with the problems of your customers. They want to know you understand how they feel and you understand their pain. Try to learn about their

problems – so you can be the problem solver. You'll create loyalty anytime you solve the PAIN in their life – which is a problem.

## **11. Make it Hard for Them to Leave!**

The best tip for "Creating Customer Loyalty In Business" is build a genuine relationship with them that will make it difficult for them to desire to go anywhere else for business. By showing the customer that they come first is very important.

## **12. Build a Brand Legend**

Everything you do must contribute to building a personality that customers can rely on to be consistent & ethical in attitude, offering & execution.

## **13. Give Customers More Than They Expect**

Give Free advice and helpful tips are one way to do this. Let your customers know they are not going unnoticed.

## **14. Give More, Charge Less**

If you want your clients to come back again and again, do one simple thing; give your CUSTOMERS or clients more than they expect at a **fee that is less than** they expect.

## **15. Takes One to Know One**

A customer's loyalty to your company, as well as your products or services, is directly proportional to the loyalty you show them. The avenue called business is a two-way

street. Show your customer that you care about them personally and that you offer quality at a fair price; that is the foundation for a lasting relationship. Take the time to understand the customer.

## **16. Over-Deliver on Product and Service**

Do not be like thousands of other website businesses – who seldom give value. Do not just take their money and run. Only promise what you know you can deliver. You need to make sure you can deliver even when life interferes. When you over-deliver – this will often bring a big smile and this is what you want. They will feel they are getting more bang for their money and they will remain more loyal.

## **17. Make and Keep Great Promises**

Don't be shy about INCREASING your promise-making. Just do two things: 1) be sure that the promises you make are relevant to your customers and 2) be sure to keep them-down to the last details. You KEPT promises should become your brand. Make great promises and then make your business best at what your customers want most.

## **18. ALWAYS be AWESOME!**

How can your customers not love you if you're always awesome? Normal or average will not increase loyalty or create fanatics. Consider this, the word "**ordinary**" = the Greek or Latin word "idiota" which means ordinary or layman and is also the origin for **idiot**.

Just ask yourself before you deliver, "Is this awesome?" Your customers will take care of the rest.

## **19. Valued Customer Service**

Correspond with your customers, deliver on time, stand behind your products and you should do everything that you can to make your customers have a happy and satisfying buying experience.

Your goal is for your customers to tell their friends and family about your great and beneficial products and what a pleasure it was doing business with YOU!

## **20. Make it PERSONAL!**

Put that special touch on at the end of your business activities. Recognize businesses and their personnel by name, allow them to be the first to take advantage of special offerings and discounts, recognize them for contributing to your businesses' success and check to see if they are pleased with the services/products you offer.

## **21. Caring is the Secret**

When it comes to building loyalty and converting clients into raving fans that sing your praises far and wide, nothing is more powerful than consistently demonstrating that you care. Care about the ongoing success your clients gain and offer to help them gain more every step of the way. Care about special times in clients' lives. Show your appreciation in thoughtful, tangible ways. Caring has power. Use it wisely...

## **22. Go Above and Beyond**

Go above and beyond of what is expected of you. The extra effort will pay off in the long run and you'll get referrals too. Give your customers or clients the extra attention they need and deserve.

## **23. Help Them Feel Special**

Let them know they are valued by giving a small gift or a discount voucher – or something in return for the patronage and loyalty.

## **24. It's the Little Things...**

Everyone loves to be remembered and everyone loves a surprise gift. Make a point to watch for items of interest specific to my clients' lives, and then I let them know what I run across.

People remember kindnesses - and gifts - and they remember positive experiences. Everyone walks away from me with a jaunt in their step that wasn't there before. I enjoy the view!

## **25. Don't Get Careless**

Treat your customer at all times - as if it is your first contact with them.

## **26. Customers are People Too!**

Show that you care more than your competition. They leave because they took a competitor's "better" offer, which says "We Care", or they felt like a number. Surprise me! A hand written card is huge, so long as it's authentic.

## **27. Pro-active Customer Service**

If there is an issue with a customer order, be pro-active and reach out to them before they reach out to you. And, pro-actively communicate with them about the status once you have spoken with them or corresponded with them. Having an attitude that you care is refreshing to customers who live in an age of automated computer phone menus,

outsourced call centers without the authority to solve many problems, and customer service reps that often don't seem to care.

## **28. The Shock and Aw Effect**

One of the best ways in creating loyal customers is to be loyal to them. Do what you say you're going to do, do more than your customers expect and if they are dissatisfied, rectify the situation and accept responsibility. Ask them if they are happy with your product and service!!!

## **29. Don't forget small gifts . . .**

Give an unexpected gift. Giving them to your customers for no reason at all can turn customers into fanatics, as far as loyalty is concerned.

## **30. Here's a Secret to Customer Loyalty**

The number 1 secret to gaining customer loyalty is to stay in contact with customers once a month. (At least) This can be done by email, a friendly card in the mail, a phone call, a gift, etc. People are loyal to businesses they like and feel that the business cares about them. The best way to show that you care for your customers is to stay in touch with them on a frequent basis and let them know that you care about them and appreciate them. Do this is one little thing and watch your customer loyalty go through the roof.

## **31. Become the Best at What You Do in Business**

Creating customer loyalty boils down to two things. First, give them a level of personalized human contact customer service that is unbeatable. But, just as important

is offering a product or service that is uniquely different from everyone else. Even if it costs more, it will be fine. **DO WHAT YOUR COMPETITORS DO NOT DO.** As the saying goes, "build a better mousetrap and the world will come beating to your door!"

### **32. Communicate with Your Customers:**

Clear, factual and prompt communication establishes the foundation for a relationship of ***trust and value***. Each customer interaction should focus on the customer and their needs. Listening is often the most important part of communication, and in the case of customer relationships, it conveys interest and concern for the needs of your customer.

### **33. Make an Impact That Really Matters**

In today's organizations are mainly focused on key business issues such as profitability, productivity, efficiency and competitiveness. The best way to keep customers and clients coming back for more is to demonstrate that your product or service had a significant, positive impact on lives.

### **34. Under-Promise and Over-deliver – this Will Always Create Loyalty. It's also called the "Wow" factor.**

For those providing services, "serve" and serve well, delivering what was promised and more, by extending your promise to customers and clients. Loyal customers are the lifeblood of service businesses and connecting with/to them in a personal way enhances loyalty. Keeping promises and delivering quality builds trust and is paramount to building loyalty.

### **35. How to Attract Loyalty and Make Customers Forever.**

Only offer products, services, books, advice or whatever that really improves the customer's life. Offer life changing products and services. Care about your customers and deliver what you promise.

### **36. You're Never Too Busy to Satisfy a Customer:**

Customer will respect you and admire you when they know they can count on you, and they learn to count on you through your **CONSISTENCY**. Consistency is crucial. It means always putting out your best product, whether you write articles or create websites. It means keeping your commitments, staying on schedule and within budget for every project - and never missing a deadline. It means communication and service that they can rely on. Consistency is the key to success. **BECOME RELIABLE TO YOUR CUSTOMERS** – or go do something else.

### **37. Turn Your Ugly Lemmons into a Delicious Lemonade Drink.**

Crap happens in business. Face it. Turn your mistakes into a learning experience. Every result is a good result – even if it didn't turn out the way you wanted. At least you learned what NOT to do.

### **38. Dicover Your Customers "Likes" and “Dislikes”.**

Take time to learn your customers "likes" and customers will keep coming back. Good personal customer service means taking the time to speak with your clients to understand their needs. The personal touch results in repeat visits and additional sales.

### **39. Know Their News**

Set-up Google alerts for your top customers, clients and prospects, so you know what is being posted on the Internet - good or bad about you or your business. Discover what they are saying – improve on the bad and do a tap dance concerning the good comments.

#### **40. Loving Your Customers**

The best way to keep your customers is to do what you say and a little bit more. Think of how many times you have been disappointed this past week and you'll understand what I am saying. Be on time, ask the right questions, compliment your customer, and think about how you could do it better the next time.

#### **41. Remain True to Your Word**

Remain true to your word. Create some quality character in your business, with integrity and honor. You will not regret it. The desire to be a Bernie Madoff is not a good goal to have.

#### **42. Increase the Customers Revenue**

Try your best to make your customers and clients money. Customers and Clients become extremely loyal when you increase their cash flow.

#### **43. Engage Customer Loyalty!**

Develop amazing loyalty with an informal Customer Advisory Board. Send out surveys requesting suggestions concerning how to improve on your product and service. Let them know they are ALL part of your customer advisory board.

#### **44. Loyalty Needs Tender Loving Care for it to Grow**

The cornerstone of customer loyalty is caring. Caring means how you treat a customer. If all you do is respond to their inquiries or complaints, you will not build loyalty. You must actively demonstrate you care about them and want them to be pleased.

#### **45. Make a Connection**

Let the customer know from the get-go that you understand his/her wants and needs. Let them know that you feel their pain and that you will do everything you can to solve their problem.

#### **46. Customers Must Feel Valued**

Customer loyalty comes from the customer feeling that their business is valued, appreciated and important. There are no big customers or small customers, rich customers or poor customers -- there are only customers whom have entrusted YOU with their business and taken a leap of faith that YOU will work as hard as YOU can provide a solution for their problem.

#### **47. Let Customers Know How Hard You Work for Them**

I've learned that the best way to retain customers is to let the customer know how hard you work for them. Let them know you want to solve their problem. Also let them know how grateful you are they have given you the chance to prove yourself.

#### **48. It's About the Customer**



Gifts of gratitude are important. People seldom forget kindness and showing appreciation. People are usually purchasing your products not companies.

## **49. Keep in Touch**

Satisfied customers are easily swayed away by referrals, geography, and coupons. In order to create loyal customers, you don't have to be the best; you have to be the brand that your customer is thinking about when they are ready to buy. Staying in touch keeps your customers thinking about you.

## **50. Listen Effectively**

When it comes to customer loyalty, combine effective communication with customers and effective listening with professional networks and outside vendors. Solicit feedback to positively move forward in business. Stay open-minded to service existing and new customer needs.

## **51. Feed Them!**

If it's possible to have breakfast or lunch with a potential customer that would be great. It might even be beneficial to “break-bread” with a customer. It helps to create a bond.

## **52. Loyalty Starts with YOU**

Loyalty starts with you. Make sure that all customer interactions are true to your purpose. Customers are loyal to people and products they trust more than corporations.

### **53. DON'T BE CHEAP!**

Don't be cheap with your customers. You will lose in the long run. Yes, business is about profits, but when a customer feels you're a penny pincher – it leaves a bad taste in their mouth. Do not do it.

### **54. Make Them Look Good!**

Always make your customers or clients look good to others. Be loyal – it will pay off down the road.

### **55. Client Loyalty in Business**

Maintain your integrity and honor. Keep your word! Keep your promises.

### **56. Earn Trust**

Earn trust. **Customer loyalty is built upon trust.** Your customer must feel that you delivered a product or service with their best interest first. Next, you must demonstrate that you truly care by checking in as to how they are enjoying what you they purchases from you.

### **57. Loyalty is the Key to Success**

Looking for Trust and loyalty? A business must treat their customers as number one. They should also respect their customers' time and money. The more about a customer you know, the better you'll be able to help them solve problems. If you make a customer feel that they are important to the success of your business, they will usually share this

information with others, either in person or on Social Media. Respect is the key to having them coming back.

## **58. Creating Customer Loyalty**

Be yourself while being pleasant and friendly. Use personality in your marketing & be outrageous sometimes. Many of your competitors do not know these simple concepts; you'll be able to win over many customers from competitors.

Also, don't worry about turning some people off. You can't, nor should you try to be all things to all people. No matter what, you'll never be able to please everyone. Don't worry about it. Have fun and show your customers that it's fun to do business with you!

## **59. Fill Their Needs, Not Yours!**

Let the customer tell you what he needs and then fill that need – PRONTO. You're in business to solve other people's problems. Don't forget.

## **60. Customer Loyalty for Life**

Communication is more important than anything. Here's a great IDEA. Give weekly updates on what is happening in your company and how you can best improve the customer's life. After a month or so, your customers will feel special and know exactly what you're doing and how you can help them. Make sure the email does not sound like it's a COOKIE CUTTER email. The customer must feel it's just for him. Each Monday morning they receive an email from you to remind them of how special they are and never forget it!

## **61. Small Gifts Do a Lot of Talking**

As an example. You can give a customer a gift for a referral. It's an appreciation gift.

## **62. Build Trust and Confidence**

Without TRUST in the person, the guarantee and confidence in products/services, little else matters... Anything else that can be done to build trust and confidence also creates lasting customer loyalty and confidence in your business.

## **63. Secret Social Media Trick**

Give high end clients, customers and favorite customers a shout out on Facebook. They love the recognition and always reciprocate. You'll get several referrals this way.



## **64. Get Results!**

In order for your clients to become raving fans, give them what they want/need. Get results for them and they will refer. Don't be arrogant enough to believe that you deserve a referral. Be humble enough to put your client first before your needs. Walk your Talk! Apologize for any slippage in customer service and let that apology come from you - not someone on your staff. Be approachable! Connect! It's amazing what happens with client loyalty when you listen to the needs/wants of your clients...

## **65. Solve Their Problem!**

Always remember, your clients don't want to buy your product, they want you to solve their own problem. If you can be the person who listens, understands, re-frames and solves their problem for them, they will come back.

## **66. Honor Your Commitments**

Always do what you say you'll do. Always keep your promises. Always honor your guarantee – no matter what.

## **67. Under Promise - Over Deliver**

Never promise more than you absolutely know you can deliver, and then do your utmost to deliver more than you promised. Nothing in my experience has gotten more customer loyalty than customers getting more than they were promised.

## **68. Remember Me, PLEASE!**

Most people just want to know you remember them. Do anything you can to let the customer know they are remembered. A phone call, a message, an email, a hand written note. Anything will help the customer know he/she is appreciated and valued.

## **69. Authentic Service**

Loyal customers become fanatics when you take care of them with authentic service. Keep the relationship new with special offers, thank you's and discounts. Don't tell them they're special, show them they're special. ALL THE TIME!

## **70. Go the Extra Mile**

Always try and exceed your customer's expectations. If they can leave your site feeling that they have truly gained something from visiting or purchasing from you, they simply won't be able to resist the temptation to return.

## **71. Keep Your Customers Interested!**

You need to keep your product or service in the public eye and using Facebook has been a good tool to help to do that. One of the ways to this is with your facebook group. You can have contests where the prize is a copy of our book and/or swag with the logo. And remember, give your customers the personal attention they deserve!

## **72. Be All That You Can Be**

There is a lot of stuff you can do to bring customers back. The bottom line is this: deliver what you say and deliver when you say you will deliver it, follow up, and ask for feedback. These are business basics that are still the best way to create customer loyalty. Be all that you can be in your business and they'll recognize it. It really is that simple.

## **73. Impress Customers with Quality for Less**

Build loyalty? That's easy: Impress them on two fronts. If you provide either a product or service that does more and costs less than the customer had expected-AND provide a customer experience that exceeds expectations, you've just created a loyal customer.

## **74. Trust Years to Earn**

Many seem to follow the advice of giving something away for free, which makes you an "expert" or "authority". Customer loyalty will always be grounded in delivering a solution to a very specific customer challenge. This can be done by listening!

## **75. Write it Out!**



My number 1 tip to create customer loyalty is to send hand written "Thank You" cards after large orders or important meetings. Naturally, this is for higher cost products and services. This obviously is absurd if you're selling a \$10 product.

## **76. Repeat Customers Key 2 Success**

The great wealth of America has been built on the strong lifetime value of customer bases. Business is based on repeat usage. Understand your customer base/demographics and create programs that target those unique audiences, such as private sales and special events to unique groups.

## **77. Get Them to Tell Stories About You . . .**

Satisfying a customer isn't enough; you need to delight them as often as you can--to do something that gets them telling stories about you and your business.

## **78. Don't forget the two keys - One is Thank You and the Other is Please.**

Email cards are getting quite popular. Saying thank you to your customers goes a long way in building customer loyalty. Saying it is nice, sending a personal thank you e-card is even better. It's an expensive way of saying Thank You.

## **79. Acknowledge Achievements**

Create human interest stories about the people who use your products and services. Place it on your website or newsletters. People like to read about themselves and their

families, and they will share your newsletter with many others. Acknowledging other business owners and giving them a good plug is also valuable.

## **80. Show Some Appreciation**

A customer appreciation program is the most unique way to keep customers loyal and create a strong word of mouth buzz at the same time.

Send clients a personalized chocolate bar, wrapped in branded gift wrap and ship it to them in a box with a customized thank you note card inside.

A little appreciation can go such a long way. Not only will you retain the customers that you send your appreciation package to, but you will most likely gain new ones from simple word of mouth.

## **81. Three Elements Helps to Create Loyalty**

The best ways to create customer loyalty:

1. **RESPECT:** Acknowledge your respect for the client's needs and the efforts they put into the work they are doing.
2. **LISTEN, OBSERVE:** Ask open-ended questions and then stop, watch and listen to the client's responses. Reflect back to them what you think you heard them say.
3. **VALUE:** Offer discounts for pre-paid services and referral incentives.

## **82. A Customer is Family**

The best way to keep customers coming back is outstanding customer service. Treat each client or customer as a family member and familiarize yourself with every aspect of their business needs, in order to give them the best possible solution. It isn't about turning a dollar today; it's about keeping a customer for life.

*It costs way less to keep a customer than it does to create a new one. That is very important to remember.*

### **83. Earn your Customers Loyalty.**

Loyalty is earned. Here are 5 simple steps:

- 1) Ask - Probe for questions before the sale; meet the real need!
- 2) Follow Through - Build trust by over-delivering...on time!
- 3) Follow Up - Check back after the sale. Get feedback on your performance!
- 4) Build Relationships - Use newsletters, blogs, workshops, and even simple things like birthday cards to establish you firmly in hearts and minds!
- 5) Provide more excellent service than anyone else!

EARN loyalty and become the "Go-To" choice!

TRUST  
... it's what  
relationships  
depend upon

### **84. Thank You from the Owner.**

An authentic "thank you" from the owner of the company is great. It also helps people to feel appreciated and valued.

### **85. Keep on Selling...**

This might sound NUTS. However, if you fail to continue to SELL to your customers, they'll fail to continue to BE your customers. The best way to make you invaluable to customers is to keep selling to them. Of course, it must be in their best interest, but odds are you need to make more offers to them, not less. You should be looking to solve customers' problems consistently. Only when you're regularly helping them will they

truly value their relationship with you. The more you sell, the happier they'll be with you...

## **86. Feel Their Pain**

When customers complain, feel their pain. Ask for more information and let them vent. Then turn their pain into pleasure. Become the hero who solves problems and you create extreme loyalty. Customers will sing your praises and send you referral business. Don't make customers jump through hoops to get problems managed. Reform your system so that issues get resolved with ease. Be passionate about getting problems handled in the most painless way possible, even if it means managing it yourself.

## **87. Celebrate & Stay in Touch**

The best way I've found to create customer loyalty is to acknowledge and celebrate your customer personally. As a professional organizer and coach, I send personal greeting cards to my organizing clients to say "good job", "thanks" or "hi". I include before/after pix of client space for space organizing clients and send gift cards as a way of saying thanks for referrals. Clients love a real card in the mail. As a distributor, it's a biz write-off.

## **88. Personality Perks Perhaps?**

The key to happy customers that keep coming back (and sending you all their friends) lies within their personality type! If you can quickly read their personality, you will know exactly what they need from you to both create a great first impression and keep them loyal! For example, those "Dominant" types want you to be brief, be brilliant, and be gone!

## **89. Facilitate Problem Solving**

Your customers come to you because you or your products solve some type of problem or create an opportunity. Take it one step further; don't stop at just your product as a solution. Become a master at facilitating questions and conversations. Get others to think by asking them action oriented thinking questions: "How might you approach a problem such as this?" "How might you go about changing that?"

By working with customers in this way you do something no one else does! Priceless Value!

## **90. Wish Them Happy Birthday!**

One great way to increase or retain customer loyalty is finding a mechanism to collect your customers' birthdays and then send an actual greeting card via snail mail. If your budget allows, you can also send them some other trinket such as a cap, pen or mousepad with your company's name and logo inscribed on the trinket (of course). Most people are happy to share their actual birth month and day, though some will frown from revealing their birth year.

## **91. Keeping Customers Loyal**

Do not be afraid to apologize for any mistakes or errors on your part. Provide quality service by going above and beyond what is expected. Mistakes sometimes happen, so create customer loyalty by apologizing and do service recovery by giving the individual something of value for the inconvenience.

## **92. Empathy = Loyalty**

Caring about your clients/customers is the way to go.

If you're working with small businesses, then refer other business owners to your customers. This creates loyalty. Let your customers know other businesses are being referred to them because of the quality and price of their products/services.

This produces intense loyalty because your clients know that we really do care about the growth of their business and we're willing to refer our own friends/family/network to them.

### **93. When in Doubt, Offer Value**

Start off with a great service and be willing to walk a few extra miles. Devise special offers just for clients. With the next invoice, send along a special discount voucher. Take



a look at what your competitors are doing to please clients and do more. Offer an incentive for making customer referrals if they are pleased with your service. This is easy to do today with tools like Referral Key where you can establish a dollar amount.

### **94. Give Your Customers What They Want**

Honesty, Integrity, Appreciation and Value. Show your customers that they can actually trust you. Be transparent. Be ethical. Be exactly what it is they think the world is lacking.

### **95. Customer Service on Holiday?**

Again, most businesses do not do this. On holidays, take one hour and answer customer questions. Just one hour. It won't kill you. They won't expect it and you'll gain a few happier loyal customers. You could probably help a dozen people in that ONE hour. Think about all the holidays there are in a year!!! Think about all the new loyal customers you could make – especially in the fast digital age.

## **96. Always Tell the Truth**

Customers can usually tell when someone is lying. It's best to tell the truth. Most of the time, your customers will let you know they think you're "lying" and they will tell everyone. Keeping your customers and getting referrals is the key to a great business. Mark Twain said, "When you tell the truth AND you do not have anything to remember."

## **97. Give More Than Your Customers Expect. Surprise them, just like you would kids or your grandma.**

My one tip is to over-service your clients. You can't do this all of the time or you set an expectation of giving away freebies and there is no added-value.

But at least once every 12 months, I give my clients something extra; I'm not talking gifts here, I'm talking about giving some of my valuable services to them at no charge.

## **98. Give to Get . . .**

Once in awhile surprise a customer by giving them a free service. Word travels fast and you'll be the first person they think about, the next time they need a problem solved.

## **99. Customer Surveys Work**

Already have a large customer base? Ask them to self-declare their passions in a survey. Ask them what they would like to see on your website. What type of products? What type of services? This can be invaluable to you. Plus it shows you care about your customers and it creates loyalty.

## **100. Honesty is the Best Policy**

Honesty will go a long ways in dealing with your customers. No reason to lie because most customers will usually already know the truth. Don't give flimsy or lame excuses – it makes you look bad and it can end the relationship with the customer. Be honest through both the good and the bad -- and make sure that you under-promise, over-deliver and establish a real relationship with your customers.

## **101. Use a Newsletter!**

Hands down the best way to build client loyalty is by getting your clients to know, like and trust you more. The most effective way to do that is through a PRINTED (not emailed) newsletter mailed to them each month. Among other things, your newsletter should contain these two very critical elements— a story from you that allows them to get to know you better and a bit (not a lot) of helpful advice to prove your expert status. Make a fun and light reading newsletter.

## **102. Treat Them Like Your Grandma?**

- If we treated all of our customers the way we treat our Grandma, our customers would love us.
- Be patient.
- Be kind.
- Be interested.
- Be a good listener.
- Go above and beyond.

## **103. Surprise Your Customers**

Unexpectedly delighting your customers starts with the little things you didn't have to do.

#### **104. Leave Them Laughing**

When you can make your customers smile and laugh, then you'll probably create a loyal customer. People enjoy doing business with those they enjoy and like. Get them to know you as a person and you to know them as a person - you will bond.

#### **105. Be Helpful, Smile, Say Thanks!**

Remember to smile whether you're on the phone or not and to compliment for anything you can think about that is happening in their life. You'd be surprised, how it can lift a person's day by hearing a simple compliment and a thank you.

#### **106. Creating a bond with customer by Connecting.**

If you get the chance – take time to get to know your customers. Their interests, hobbies, movies they like, children, family, etc. Tell brief stories about your experiences. The simple things will create a bond – that creates loyalty.

#### **107. Be Helpful**

Go out of your way to start conversations with potential customers. Answering comments and emails goes without saying. But seek out conversations through social media and Q&A sites. Be helpful in answering peoples' questions and solving their problems.

## 108. Listen! Reward!

Make sure you listen to your customer often & act on it as much as possible; more importantly, tell them about the changes & improvements you made based on their complaints and compliments. Acknowledge and reward repeat business – turns them into loyal customers.

## 109. Do you want more customers – Then Act like it.

The Conference Board says 55% of Americans hate their jobs. 8 of 10 customers stop buying at a company because of rude, discourteous employees. Praise, award, train, encourage and share. Have fun, be creative and enthusiastic. Employees will be more



motivated to serve customers better when the owner is equally as fun and enthusiastic.

## Here Are Ways to Lose Your Prospect's Trust

Let's imagine that "I" arrive at your site – and I've got my credit card on the desk in front of me: I'm ready to buy.

But, after a few minutes (*or, more likely, a few **seconds***) I close the browser and make myself a cup of tea ... without buying a thing.

I was **ready** to give you my money. But something I saw on your site gave me serious doubts.

What was it? And how do you fix it?

## Chapter Nine

# 13 ways to lose your potential customer's TRUST.

### Mistake #1: Writing for search engines instead of people



Online content that's clearly aimed at search engines, not at customers, is hugely off-putting. It's also counter-productive:

### Mistake #2: Wildly exaggerating the benefits of your product.

Have you ever come across a sales page that went a bit too far? It sounds unbelievable. Maybe it promised that you could EARN 10 THOUSAND DOLLARS AN HOUR surfing the web for an hour a day, or claimed that a revolutionary new diet could make you LOSE 5 LBS AN HOUR.

While some customers may be a little naive, you should *never* take advantage of that fact. Ever.

And, even if people do go ahead and buy, they'll probably be disappointed to find that what they've bought doesn't live up to the expectations you created. Movie makers sometimes will over hype a movie and it's a big disappointment.

### **Mistake #3: Not delivering what you say you will**

If an email signup page promises a twice-monthly newsletter, that's what your potential customer will expect to receive, and that's exactly what you should deliver.

When they sign up, hoping for a few handy tips, they won't be pleased if they find they've let themselves in for near-daily sales pitches, with an occasional scrap of useful content.



If they can't trust you to deliver on a small promise like this, they won't trust you on anything else. They'll unsubscribe — and they won't be back.

Email Marketing is the most powerful tool that content producers can use. Don't abuse it.

### **Mistake #4: Getting into online fights**

It's upsetting to receive a bad review or a negative comment. If you're ever tempted to respond in anger, ask yourself whether you'd want your response displayed on a billboard outside your business.

Berating a customer (however unreasonable they're being) is a sure way to lose them — and anyone else reading. Your Facebook page, Twitter feed and blog comments are an open forum.

And Google has a loooong memory: your angry rant at a disgruntled customer two years ago might still show up when people search for reviews of your service.

Think twice before unleashing your frustrations publicly, even if you're convinced they're justified.

### **Mistake #5: Using shady sales techniques**

If you're doing content marketing right, you won't need deception or trickery to build a great business. And, to be clear, those tactics never built anything of true value anyway.

High-pressure, high-manipulation sales copy is an instant turn-off for many internet-savvy shoppers. The same goes for fake “countdown” closing dates for a discount — the kind that automatically reset themselves every time the reader reloads the page.

Overblown testimonials (especially ones with just initials — no name, photo, or link) will count against you too.

A good check is to look at your sales page yourself. Would you trust it? Would you be proud to show it to your mom?

### **Mistake #6: Going cheap on content creation**

It takes time to produce great content — time that you might feel you don't have. So you head over to Fiverr or elance, and get a bunch of posts, tweets and Facebook updates written as cheaply as possible.

Cheap content shows. It reflects poorly on you and on your business.

If you're not very confident about your writing, or if you feel a bit overwhelmed by the idea of producing the kind of content that builds a valuable audience

### **Mistake #7: Plastering your site with ads**

When a customer comes to your site, they're looking to buy from you. Sending those people away for the sake of a few measly cents in advertising revenue — or even a few bucks — is a bad move.

In some circumstances, it's appropriate to run ads: maybe you do website design and you advertise hosting companies. If at all possible, though, hand-pick your ads — don't let Google Ads or another service provide them.



You may end up endorsing (in the eyes of your customer) someone who you really don't want to be associated with — or you may find that you're promoting a direct competitor.

More importantly, you're selling off your precious audience's attention for very little return. Much better to know them well, and then build and sell them the products or services they want yourself.

### **Mistake #8: Ignoring typos and mistakes**

Typos, spelling mistakes, and poor grammar create a bad impression. No customer wants to buy from a company that makes sloppy mistakes.

It is hard to catch everything — but make sure that crucial pages like your home page, About page, Contact page, and landing pages are triple-checked for errors.

### **Mistake #9 Not Inserting Business Information**

It's not wise to hide your business information from you customers. The more information they have about you, the more trusting they will be. Some companies provide their support email address, their physical address and even a phone number to help people feel more comfortable. They old say is; if you have nothing to hide, then why hide. However, with that said, some level of privacy is still important.

## **Mistake #10. Not using Case Studies if you have them**

Case Studies are another great method of attracting more attention and create a trust factor on your website. Case studies show how beneficial your product or service was to others who purchased it.

I'm sure you're avoiding most of these already — but you might want to bookmark this as a handy checklist to help you next time you're writing a blog post, crafting a sales page, sending out a newsletter, or simply updating your website.

## **Mistake #11. Not Having a Guarantee**

Naturally, a good solid guarantee is essential for building trust, however, some people are even leery of some guarantees, due to the fact, nearly every website has one and NOT everyone honors their guarantee. Again, with that said, you surely do not want to ever NOT provide a written guarantee on your website.

## **Mistake #12. Not using Third Party Relationships if you have any.**

If you've worked with or have a close business relationship with larger companies with amazing reputations, then by all means mention it on your website. Again, there is an old say. We are judged by the company we keep. Reputable third party relationships are very valuable in the market place.

## **Mistake #13. Certificates and Awards**

If you have any certificates and awards may help convince visitors you are a respected member of the community and are established.

Don't let DOLLARS fly out the window just because you do not Trust Factors on your website. They are essential. Start building a strong TRUST FACTOR.

## *Chapter Ten*

# **Here's Another 12 Ways to Insert the Most Powerful Ingredient into a Website.**

### **1. Brand and Message Consistency**

It's important to remain as consistent as possible. Your brand must be repeated consistently. Your message, your logo and colors should remain consistent. This is very important. Repeat the original core message on the landing page for instant recognition and increased confidence that you are in the right place.

### **2. Reduce the Resistant in order to get valuable info.**

If you want to get an email address from your visitors, then it's almost essential you give something in return. It could be information about your company, about the product or maybe a freebie e-book. One thing to remember; it's not good to create a list of moochers. They usually will not buy anything.

### **3. Popups/pop-unders**

The only advice given here. Test, test, test. If they work, then use them, if not, then stop. Most people do not like them at all. Popups are annoying to most people.



#### **4. Use verifiable facts**

In the day and age of information at our finger tips, it's imperative you tell the truth on your website. Outlandish claims can usually be dismissed as non-truths. The social sites will eat you up – if they found a bold face lie, just don't do it. Leave out anything that is not true or unfounded.

#### **5. Endorsements**

If you have any business relationships with anyone who is famous and they have used your product, then by all means use their endorsement. It will certainly build your creditability.

Building  
trust & reliability

#### **6. Terms and Conditions in Layman's Terms**

Usually terms and conditions are seldom read. However, if you need to have a terms and conditions page or section, try to put the important stuff in layman's terms.

#### **8. Never ask for visitor or customer information you don't legally or seriously need**

People want to remain more and more private. People guard their privacy. Privacy is very important to most people. Some people don't care, but you don't need it, and then don't ask for it. You could easily alienate lots of people and they will not buy.

## **9. Stop the HYPE and Don't exaggerate!**

Following on from the last point, if you oversell yourself in the living room, you may very well attract your guest into the bedroom, only to find they leave at the sight of the real thing.

## **10. Privacy Statement on Website**

Most people expect to see a private policy statement. Make sure to include it on your website. It adds trust to your website.

## **11. Providing a Contact Phone Number on Website**

More and more website owners are showing a phone number on their contact page. It helps to convince people you're a legitimate company and will not take their money and run. Visitors feel more at ease they can talk to a live person if necessary if they have a problem.

## **12. Do Not Use Gimmicks and Goofy Sales Tactics.**

People usually see through the hype and understand what is a CON and what is not. People are not buying a lot of hype now days. They have been ripped off by companies who promise the MOON. Stop the hype. It hurts Internet marketing and other business models. Don't do it.

## **Special Gift for You.**

*Oh! Have I mentioned yet what the most valuable and most important ingredient for any business is? It's TRUST! Without it, every business will fail.*

*I hope you found my-book to be extremely beneficial. I sincerely hope this information will provide an easier, faster and more prosperous venture for you.*

*Creating Trust and Loyalty are the keys to success in all relationships. Please visit my website. I've created a unique collection - "**Money Secret**" **ebook series**. Hundreds of people have told me they have changed their life significantly.*

***Pick up your free gift too! It's shocking!***

*To Your Success.*

*Zachary McAuthor*

