



HOW TO CREATE HAPPY CUSTOMERS AND EFFORTLESSLY SKYROCKET YOUR INCOME!

Who Is The EASIEST Person In The World To Sell To?

That's an easy question to answer, yet one most business owners, unfortunately never ask themselves. Which is a real shame, because if they did ask it of themselves, it would lead to some pretty incredible quantum leaps in income.

Let me explain...

The easiest person to sell to is one you've already sold to before.

Simple, right?

But not so fast there. It's not that simple. Because there's a piece missing. You see, it's not just any customer that's easy to sell to... it's a happy customer.

Makes sense, doesn't it?

Now, if you're like most business owners, you probably think the real value of having happy customers is in all the stuff you can sell them. You may believe that your customer ROI is only determined by how much money they spend on your products or services.

And you'd be... dead wrong.

Because the real value of happy customers is in all the new customers they will refer to you IF you ask them to (and I'll get to this in a moment).

And, believe it or not, creating happy customers all comes down to marketing. I know it sounds crazy. But, that's because most business owners think of marketing as being ads and fliers, and precious little else. However, marketing is much more than this. In fact, marketing is anything you do in your business that your customers or prospects experience.

So, the logic goes like this: if marketing is "anything you do in your business your customers or prospects experience", then you must have great customer service, great follow-up, amazing products, and brilliant "conventional" marketing (meaning you're giving people a genuine reason to do business with you, rather than just "hoping" they'll choose you over everyone else in your industry).

And... if you've got all these things...you will have happy customers. There's no other way it can be, is there? But, what happens when something in this process breaks down?

I want to share something with you that will really knock your socks off. Almost no one knows about it and it will make your business so amazingly different, your customers will happily stand in line patiently waiting for the privilege of giving you money.

It's the secret of...

1. How To Make Your Unhappy Customers Your Greatest Fans!"

It's easier than it sounds and it's something you must do. See, only rarely will you get a customer who's causing a problem just for the fun of it. They've just given you their money, and all they want is what they've paid for. They simply want the marketing process I just shared with you. If they wanted something else, or what you've done in any way fails to meet their expectations, then it's your responsibility to put it right. And to put it right fast.

And here's another thing... if you deal with your customers' problems and complaints by giving them more than they could ever reasonably expect... your arch enemy is suddenly transformed into your greatest fan.

Sometimes a situation is beyond repair, and the best you can do is give them their money back and at least let them leave you with a not too negative an opinion of you. But in the vast majority of circumstances the situation is not only recoverable... but can be turned into a positive benefit. People appreciate honesty and candor, and they hate being lied to and deceived.

"Wow" your customers and even when you mess up (as we all do from time to time), as long as you deal with it well, they'll love you... and that means they'll be more than happy to sing your praises.

Which leads me to the real point of this paper... **How to create happy customers and skyrocket your income.**

We've seen the easy way to create happy customers — give them the "wow" experience, be attentive to them, actually care what happens to them and if there's a problem, fix it double quick!

But how do you turn enormous amount of good-will into cold, hard CASH?

Easy... by discovering...

2. How To Harness The Power Of Testimonials

Testimonials are the most underrated and underused tools in your marketing toolbox. . . yet they're outrageously powerful, dead easy to use. . . and worth a king's ransom!

And why are they so powerful? That's another easy one: because what you say about me (or what anyone says about me) is much more believable than what I say about myself. It stands to reason, doesn't it?

If I'm talking about my business, I'm bound to be saying how good it is — raving about the quality of my products and services. Everyone expects it, and no one really believes it.

But if someone else is talking about my business like that. . . then it's a whole different ball game.

Make sense?

FACT: word of mouth referral is one of the most powerful forms of marketing. It's simply hard to beat the incredibly powerful money-making effects of having your customers raving about you to anyone who'll listen.

So, if testimonials and word of mouth is so powerful, why does almost no one really use it?

Simple — they don't know how to get the testimonials from their customers. Most business owners will happily accept one when it's offered unsolicited by a customer, but almost nobody has a systematic process for asking customers for testimonials at all, and especially not at the point when they're most likely to give you a scorching hot one!

If you don't have testimonials. . . you need them fast! (and here's how to get them!)

Here are 4 quickfire ways to build your store of testimonials like crazy!

1. Use industry endorsements and/or respected experts
2. Put together user groups
3. Create a feedback form on your website
4. Help your clients write the testimonial. Use "hints" and ideas to help clients organize their thoughts. Examples: "Tell us about your background," "What were your biggest challenges before using our product?" "What has helped you the most"?

Question is...when do you ask for them?

- When people say "Thank-you" to you (because you've just given them that "wow" experience)
- Right after the transaction, (because you've just given them that "wow" experience)
- When they are elated (because you've just given them that "wow" experience)
- Right after an event- assuming it was good (because you've just given them that "wow" experience)
- After experiencing success (because you've just given them that "wow" experience)

Can you see the common theme here?

Yeah, it's all coming back to that "wow" experience, isn't it? See, when you "wow" someone, you've engaged them emotionally. And at this point, they're kindly disposed to you. . . you're in a perfect position to invoke what Robert Cialdini called "Reciprocity". So when you ask them for a favor, such a small, small favor as to say or write a few kind words about your business. . . they'll be more than happy to oblige.

And the ones you can't ask on the spot?

Now. . . this can be a real problem. Because there are times when it's just not possible or even appropriate to ask for a testimonial right there and then.

Say it's a really busy store, or you're selling stuff online? You need an automated customer, follow-up sequence requesting testimonials (and you should be doing this anyway to find the ones you haven't made happy, too!).

So, you need to create an automated sequence of emails, faxes and letters to follow-up with your customers. A happy customer is one who feels you care about them. When you take the time to follow-up after they've done business with you, most customers feel appreciated. And as you follow-up, you build more loyalty with your customers. . . they'll talk about you more, bring you more customers. . . who'll love you and talk about you, and. . . wow. . . looks like a goldmine, doesn't it?

That's because it is!

3. How To Create A Reliable System For Following Up With Your Customers To Get Them To Give You Red Hot Testimonials!"

Often time's businesses want to follow-up with their customers for all sorts of reasons, but lack the tools to do so. And if you've ever tried to do this using spreadsheets and other manual tools... you'll know it's unreliable.

Customer names and purchase records sit in a static database, their likes and dislikes can't even be tracked and the business has no way of tracking customer loyalty or special requests.

BUT... imagine a business that could follow-up with every single customer with a personalized email, fax, letter or voice broadcast? Imagine your customers getting something from you every couple of days... a low-key, subtle, and unobtrusive communication that gave them something of value and let them know you were thinking about them.

Customers wouldn't get lost in the clutter and would feel like you're taking the time to follow-up with them. And as you create more loyalty with your customers they will be more likely to provide precious testimonials to skyrocket your business! And now imagine all this happening automatically... even while you sleep or sit on the beach...

Sounds like a dream come true, doesn't it? Well, it's true, but it's no dream...

Introducing Infusionsoft: The World's One And Only Automated Follow-up Money Machine!

OK, you've probably seen CRM software before, programs like ACT! and Maximizer8. The trouble is, Infusionsoft resembles these packages in about the same way as a Rolls Royce resembles a skateboard. You see, Infusionsoft stretches beyond the capabilities of traditional CRMs to be the leader in "automated follow-up marketing" software for small businesses!

Don't misunderstand me — CRM software is great for what it does. But I'd be lying if I said CRM solutions were suitable for running the kind of follow-up and marketing campaign small businesses really need.

I mean, imagine you have a 14-step follow-up campaign and you're running it in "real time", meaning people are added to the campaign on the day they become your prospect e.g. Bob joins on Monday and starts immediately on Step 1; and Alice joins on Wednesday, and starts on Step 1... so her "Step 1 Day" falls on Bob's "Step 3 Day", so she's always 2 days behind.

And then the ones who actually buy from you... well they need to go into another campaign so you can get those ever-so-valuable testimonials from them, don't they?

See, it's getting complicated already, isn't it? So what's going to happen if you have hundreds or thousands of people in this campaign... do I need to spell it out for you?

Now picture the state of your desk, your office, your business and your sanity trying to manage all this with a bunch of spreadsheets and ACT or similar.

But... Infusionsoft has been conceived, designed, and built with all this in mind. It does all the spreadsheet work automatically.

It automates the whole sales process: marketing, follow-up, sales, cash-collection (even recurring billing), stats and more. Far too much for me to go into here. (See what our customers have to say about us, and get a **FREE** "sneak peek" under the hood of this beast).

Join us for a FREE online demo of Infusionsoft at: www.infusionsoft.com/demo

What Customers Say About Infusionsoft

"I love that it can be used to manage several of my businesses even though they have completely different business models."

— Scott Kublin, Scott Kublin, Inc.

"Finally there is one internet application that can do it all for me. Not only has Infusionsoft streamlined my business, but it has allowed me to do more in less time. If you are doing any business where keeping in touch with contacts is important, then this is the system for you. Once you're up and running, you will find every other system pale in comparison. Great job Infusionsoft — can't wait to see what you're going to come up with next."

— John Humphrey, Effortless Living Institute

