

Customers Are King

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Attention: Internet Marketers Who Want To Start Doing Business Like Big Time Gurus... Customers are King From: Insert Your Name Here Today's Date: Friday, June 11, 2010 Dear Professional Marketer, If you would let me read your mind a bit, I am guessing that you probably know the 'what', but don't know the 'how'. You know that if you want to start making big bucks like the rest of the Internet gurus, you've got to have your own exclusive line of sizzling products that sell like gangbusters. But chances are, you don't know HOW. You're not alone. You see, the cold, harsh truth is that most Internet Marketing experts often paint a beautiful, rosy picture about selling digital products online. They tell you things like: Unlike physical or tangible products, selling Information products doesn't require physical inventory thus you can earn close to 100 in clean profit from every sale transaction! Product delivery is instant and customer support is minimal or even non existent. And since the nature of the 'Digital Product' business is automated, you can take time off and enjoy vacations, You can create your own digital product in under 24 hours! While I also agree that selling Information is the best business that anyone can be in today, there's one lie that I cannot stand... and that lie is circulating around the Internet like wildfire! "The Truth About Product Creation Exposed..." And it is that product creation isn't exactly as easy it is painted to be by most 'average' Internet Marketers who are mindlessly parroting the advice. Yes, granted that there are people who have created their own Info Products in 24 hours or less - and it IS absolutely possible. But how many people can actually pull that off? Can YOU pull that off? Maybe you can... only if you have a gift for writing. Or if you are already an established expert in your niche. But what IF you are not? And even if you can churn out your first Information Product in 24 hours, how long can you keep that stressful routine just to compete with Internet tycoons who have HUNDREDS of products to their name? Eventually, you will burn out at the cost of your health. "What About Hiring A Ghostwriter To Do All The 'Shoveling' Work For Me?" Hiring a team of writers to do all the research and create Information Products is said to be the secret marketing weapon of Internet top guns. In as cool and profitable that sounds, it is just exactly it: a secret marketing weapon - reserved just for them. Again if I read your mind correctly (and no offense intended, just saying it like it is) your pockets might be too shallow to get other people to write

for you without taking credit. And if you cannot afford the outrageous fees from ghostwriters, are you sure you can afford to forego your success... at your expense? "It Is For This Reason That I've Came Up With A Brand New Solution To Solve Practically Every Product Creation Problem You Have..." That's right. This is not some crappy Resale Rights product carelessly slapped together and no, it's not an affiliate program offer where I get you to join in so we can split the checks later. Full Private Label Rights Customers are King "Maintaining Customer Relations and Why It is Important!" Pages: 36 Word Count: 7,318 Description: A book like this had just been waiting to be written. Here's something almost none of the Internet Marketing courses you will ever find would talk about at all - yet it's something majority of us would only discover after going into business for ourselves. Customers are King tackles some of the most common issues in doing business - online or offline - and provides a practical guide to handling customer dissatisfaction, refunds, improve your paid subscriptions retention rate, and more. Inspired by real life experience, this life manual to handling your customers is now yours for the taking. Sneak Peak: Table Of Contents Good Customer Relationship - Why is it Important? 5 Understanding Your Customers 7 How to Calculate Customer Lifetime Value 9 How to Keep Your Customers Happy? 11 How to Get Your Customers to Say 'Wow!' 13 Proven Methods of Customer Retention 15 The Art of Customer Follow-up 17 Loyalty Marketing Program 19 Promotional Items to Enhance Customer Relations 21 Handling Customer Complaints 23 How to Deal with Difficult Customers 25 Introducing the Seven Deadly Sins of Customer Service 27 Detachment 27 Inhospitality 27 Rudeness 27 Attitude 28 Ignorance 28 Inaccessibility 28 Invalidation 28 Customer Relationship Management Software -The Benefits 29 Choosing a CRM Program 31 Customer Service over the Phone 33

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