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*How To Make Customers “Love” Your
Marketing To Bits*

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Introduction

How do I make my products and services sell better?

What should I do to make prospects buy my products or engage my services?

The answer is simple – Make people like you. It's a fact: We only buy from those we like and trust.

If you want your products to sell like crazy, apart from having a top-notch product... the next thing you should do is to make your customers like you. Make them feel good about you as a person, about your business and finally your products.

Although I'm routinely "pitched to" by a variety of marketers and companies, I find myself buying only from those I like. This special report covers several effective steps to make customers "like" you.

Put these steps into action and you'll bring your business to new heights!

Rule #1 – Treat your customers as friends

If you want your customers to like you, don't treat them as customers. Instead, go all the way out and treat them as friends.

There's a saying that goes, "No matter what business or industry you're in, you're *always* in the marketing business." What this means is no matter what you sell, you should always assume the role of a "marketer" who's constantly thinking of innovative ways to further your business.

While this may be a good piece of advice, it's potentially damaging if you stick to it wholeheartedly.

The next time you try and pitch your products, people will only see you as just another "marketer" – cold and impersonal. No one likes marketers because we know they're only after our money. A marketer has no care or concern whatsoever for our well-being, only our pockets.

But how do you become a friend to your customers? Here are some simple but effective ways:

- Routinely write them personal notes, asking them how they're doing. In other words, actively follow up with your customers even after they have purchased your product.
- When selling to them, be as objective as possible. Don't assume and insist that your product works best. Know their needs first, then advise them base on those needs. If another company does offer better value for them, come up with another offer that beats it.
- Tag your personal email or phone number to each piece of marketing material you send out... and encourage your customers to call you. Make it clear that your doors are always open for them whenever they need it.
- The next time a problem crops up, instead of refusing to help and saying "Sorry, that's our company policy.", think about what you would do if this were to happen to a friend. What can you do, in your capacity, to help your client?
- Be honest and sincere when selling. You wouldn't want to lie to your friends or family, similarly you shouldn't lie to your customers.

Recently a customer of mine contacted me regarding the shipping costs of a CD. Due to an oversight, the customer thought that the CD would be shipped to him free of charge. But instead of telling him, "That's our company policy" and refusing to render any assistance, I thanked him for the business and waived the shipping costs.

It was a slight loss but there's nothing to beat the publicity given by a happy and satisfied customer.

Rule #2 - Make your customers feel good

We feel good when we know we're loved, treasured and special. There are many ways you can make your customers feel special. From dropping a surprise, handwritten note with every offer, to free gifts and special reports.

You'll be surprised at what some of these can do for your business. Make every customer feel special.

- Greeting cards during special occasions
- Priority order forms / Discounts
- Newsletters with useful information
- Special reports
- Free gifts
- Exclusive offers

From time to time, I receive greeting cards and letters from my subscribers sent to me by snail mail. These messages make me feel special and valued, that what I'm doing is worth it. Most importantly, they move me to reciprocate by offering more useful information for my customers.

Do the same for yours – When you routinely offer something of value to your customers, they'll stay with you and continue to support you.

Rule #3 – Show them you're only human

No one likes to know they're buying from a huge, faceless corporation or a marketer who's only interested in their money. That's why in recent years, big corporations have been giving their business a personal face... to make their products and services more approachable.

You should do the same too.

Don't be too stuck up with your target audience. Just because you're the expert or authority in this subject doesn't mean you have to act that way. Put yourself on the same level as your customers, and bend over backwards for them.

Don't try to put on a "professional" front when doing a business. Most people whom I've interviewed get turned off by unnecessary professionalism. Whatever products or services we're purchasing, we want to know that there's a human being at the other end selling it to us.

Joke with your customers, be candid, sincere and don't try to hide anything.

If you're selling something cheap due to a flaw in the product, tell them honestly what it is. Customers appreciate honesty. (This concept is largely attributed to Robert Collier, the great copywriter.)

Rule #4 – Market with your customers in mind

In other words, know them well like the back of your hand. I always encourage my clients to create a concise and detailed profile of their ideal target audience, including their preferences, budget and needs.

If the next product you're selling is way beyond the budget of your target audience, there is little chance they'll buy it.

Instead, understand their needs and habits well... then adjust your products and services to suit them. If you find that there's demand for an even more entry level product, go ahead and do it. If you don't, your competitors may be the ones taking the plunge.

When you're marketing, drop yourself out of the picture completely. Constantly ask yourself, "What do my customers need? What can they get out of this?"

Concentrate on serving your customers to the best of your abilities first, then your competitors second.

Rule #5 - Put your best foot forward

Make sure all of your products and services are up to the standard. Don't cut corners or skimp on quality just because you want to make a quick buck. Cutting corners doesn't work in the long run.

For each new product I come up with, I insist that it's of the highest quality possible. In fact, I'm almost a perfectionist. That's necessary because paying customers want and deserve nothing but the best.

Before I publish any of my ideas or techniques in print, I always insist on trying them out on myself first. Unless they work, they don't make the cut. You should do the same for your business – If you were selling to a friend, would you be providing the same kind of quality?

This point may be obvious, but many companies miss it. It disappoints me time and time again to see products fraught with flaws being released to the market. Recently I bought an MP3 player that had glitches all over the place. It makes people wonder why the manufacturer didn't bother to iron out all these glitches before releasing it to the marketplace.

Then I bought an Apple iPod, supposedly the "king" of MP3 players. It worked wonderfully and even as a picky user... there was not a single bad thing I could say about it. Everything is perfect, and that's probably why they reign over such a large section of the market.

In fact, I was so impressed with the design of the \$300 Apple iPod that I bought myself one of their Mac computers. It was free advertising and a successful upselling for them. By gaining my trust once, they've gotten themselves a lifetime customers who's willing to keep spending money for their services.

Isn't this more worth your while than making a quick buck?

Rule #6 – Sweat the small stuff

Most people will tell you NOT to sweat the small stuff. They'll say, "Why bother?" and then go on to produce cheaply packaged products.

But the simple truth is – For just a little more money, you can actually produce astonishing results that will impress your customers way beyond what you can imagine.

Back to the Apple iPod example which I talked about earlier. When I bought the iPod, I was surprised that every single step along the way – From purchasing it at the store, opening the box, unwrapping the unit to finally using it was an immense joy. There is nothing I can use to describe the kind of delight I felt when I realized every single item in the box had been wrapped and packaged so nicely.

It made me feel good, and I didn't mind paying more.

Contrast this to buying an item that has no box, a poorly written manual or shoddy packaging. This product may be more significant in value, but the "Tiffany effect" dictates that people will value the product based on its packaging.

How does this relate to you if you're selling information products?

Write your sales letters well, and make each step of the ordering process enjoyable. Typeset your products properly, and ship them in the best possible "packaging". Don't overlook this fact, people want the best bang for their buck... and won't mind paying a bit more for something that looks much better.

Rule #7 – Appeal to emotional and logical buyers

This rule is one of my favorites. Most people buy based on their first impressions and emotions, then try to back their decision up later through the use of logic.

Most people will not admit it, but they will buy something because it makes them feel good, look good or feel special.

In your marketing campaigns, you should appeal to both your buyer's emotions and logic. Think of ways to sell your products such that it will appeal to their inner desires and states. Don't just base your arguments on tangible and direct features of your products.

Rule #8 – Sell but don't ridicule

Too many advertisements or sales personnel make fun of their prospects. The moment prospects are offended by something you say, they'll very rarely want to buy from you even though you didn't mean to.

A while ago, an insurance agent tried pitching some of his packages to me. Unfortunately, he was so full of himself that he made brash comments which I didn't take kindly to. While I didn't directly show my displeasure at his remarks, I politely cut short the meeting with him and declined to do any future business with him.

Always be mindful and sensitive to the needs of your prospects. Just because they need your products or services doesn't mean they owe you a living. No one owes anyone else a living – And you should always be respectful when selling to a fellow human being.

If you're not sure whether a comment will offend your prospect, then don't make it in the first place. Don't put yourself in a situation which you will come to regret later on.

Most people confuse being frank and honest with being offending. There's a clear difference between the two. I appreciate frank and honest advice which will genuinely help me improve my well-being, but I don't appreciate offending remarks that are not only baseless... but serve no useful purpose.

Rule #9 – Never Assume

Perhaps one of the most important lessons I've learnt early on in my business is not to assume. In my early copywriting jobs I didn't make it a priority to find out exactly what my clients wanted. I wrote based on what I *thought* they wanted and many problems arose later when they received their final product.

Don't assume that you know what your customers want. Ask them what exactly they want, and give it to them. Doing so will save you from many hours of headache when the disagreements surface much later.

Rule #10 – Learn how to make friends and influence people

The best way to do this is to really go out there and start talking to people you meet. Whenever you're on a cab, talk to the driver. When you're at a store, talk to the people you meet. And always make it a point to listen more than you speak.

If they say something that's not in line with your beliefs, don't dispute it directly. Instead, listen to their reasons and try to approach the issue from their point of view. This cultivates empathy and a sense of mindfulness.

One of the best books you can pick up on this subject is "How to win friends and influence people". It's a classic and a best-seller. I encourage everyone and anyone to read it, more so if you're in marketing. Reading this will equip you with the necessary skills to handle people and make friends with those around you.

Am I doing it?

Most people at this point of time will close this report and never put any of the things I mentioned to action. They'll either think, "This is too simple for me to work..." or "This will not work for me."

However, what differentiates a successful person from a failure is that the former chooses to take action, while the latter just sits back waiting for results to come to him.

What you've read may be obvious or commonsensical, but are you putting all of them into practice? Don't delay any further, write out a to-do list and go to work by applying all the knowledge you've just learnt in this special report.

Be honest with yourself – Don't move on to the next "rule" until you have applied the current one!

I wish you all the best and remember to write me with your results. I love to hear from you!

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