

# Growth From Within

By Dan Brown

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Business on the Net is a fast paced proposition. Net entrepreneurs are looking for the edge that will take their business to the next level. Who doesn't want more business, right? Here's a simple yet POWERFUL idea for increasing your income.

As business people we look at many propositions that will help us take that next, much desired growth step. We hear that we must "brand" ourselves and be easy to do business with. The list of ideas goes on and on.

## THE GOLD MINE IN YOUR BACKYARD

Many people overlook how hard (and expensive) it is to create a new customer. Yet, we focus most of our time and energy in just this area, thinking that if we just could get more customers we would achieve our goals. But what about getting more OUT OF your customers?

If you have been around for a while you have a customer list. That list is GOLD. Please understand that I am NOT talking about renting out your customer list of email addresses. What I AM talking about is approaching those customers, who know you and trust you already, with a totally new and different product.

Why should we limit ourselves to selling only one type of product or service when by adding an additional item to our current offerings we can TAKE ADVANTAGE of the relationship that exists now? Will your customers resent this move? Not if you do it with some style.

## HOW TO DO IT

One of the keys is to choose a product or service that COMPLIMENTS what you already do. Whatever your product or service is, think through what your customer is likely to buy based upon purchasing your product.

If you sell shoes, someone is going to sell them socks and it might as well be you. Not only will you increase your revenue but you will encounter less sales resistance and show your customers that you are thinking of them.

Another method is to choose a product or service that CONTRASTS what you sell now. If you normally sell a business related product come back at them with a personal product. Why should they NOT buy it from you? You have proven yourself as honest and dependable; now cash in on that hard work.

#### DON'T BE AFRAID TO ASK

One final word. Your customers decided to trust you when they bought what you sell. Capitalize on those good feelings and ask them for their feedback on what you have in mind. This is by far the most powerful, yet virtually free, market research available in the land. Use it wisely and your EXISTING CUSTOMERS will tell you both what they want to buy and when they want to buy it.

All you have to do then is step up, fill the need, and go to the bank.

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Dan currently is working with Dash Tools, introducing a new age internet browser for 2003. <http://moneykeyhomebusiness.com/>

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