

Success in two Words...

By David Wakerley

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OK OK

What do you do?

No, what do you really do?

Yeah you market products on the internet, and Yeah you promote affiliate programs and Yeah you maintain a stunning Website.

I think you've missed the point.

If you are sending out that weekly ezine discharging your fountain of knowledge complemented by a sensible amount of highly effective ad copy promoting YOUR programs and products focusing on YOUR profits and income... (breath) you are doing some else's job.

What?

You believe in your product... Right?
It's worth what you paid for it... Right?
It has the ability to make someone money... Right?

It has helped you... Right?

There it is.

What do the biggest earners on the net do?

They help people. (Make money)

Any name you have heard of in the world of Marketing is in the business of empowering others to make money. They maintain the impression that they can enable you to earn large amounts of cash

by staying in relationship with them.

And they do.

You are in the business of helping people.

Imagine a world where your website/product/merchandise is known for helping people and the person behind that website/product/merchandise (you) actually helps people to succeed.

All of a sudden YOU are succeeding.

It is the nature of marketing on the internet,
get obsessed on service.

Base your advantage (why people choose you) on
SERVICE.

Does it blow you away if you get a personal reply from a
popular and well known marketing 'guru'.

For sure - It will to your prospects.

Three power tips to great service.

1. Get ruthless about what you promote.

If the website sucks, if it has been beaten with the ugly stick; then tell 'em and don't promote until it has been fixed.

2. Who is Loyal? (Almost nobody)

Ruthlessly provide great service. It's not just for the big boys, it's how they became the big boys.

3. It's the little things.

Do the "Marketing Pause." Everyone you come into contact with... EVERYONE, from email to phone call, Ask this one powerful question.

"Is there anything I can help you with?"

It's the difference between "walking the talk" and "running the talk"

It's the difference between 1,000 and 10,000 subscribers.

Obsess, obsess, obsess over SERVICE!

P.S. Those two words? Solve Problems!
(Just in case you missed it.)

David Wakerley is the editor of the "eAbundance
Marketing," that exists to empower online

marketers to succeed through Bible based
Marketing Principles and explosive marketing tips.
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