

The Ultimate Service Experience

By LaTease Rikard

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If I asked you do you own a business, you would say yes, right? I mean, after all, you are a member of an affiliate program. A program in which you proudly expound its virtues daily. You beat the promotional drums (safelists, FFA's, ezines, etc.) of internet marketing seeking new members. The more members you recruit, the larger your downline becomes. The larger your downline, the more residual income you will earn. Your business requires you to manage and execute advertising expenses, network with other professionals, and seek out new and improved procedures. Whew! Sounds like a career instead of "just an internet sideline." Welcome to Reality 101, Internet Marketing has grown up.

The market you want to target wants to know "what's in it for me?" Sure, every ad on the internet promises infinite earnings through their affiliate programs. But, what is really behind the hype? How does a new member go from barely being able to make ends meet from month to month, to becoming Mr. Monopoly?

By creating the Ultimate Service Experience. Let's face it, most of your target market already expects a level of scamming. Some affiliate programs operate on such a level of non-ethics, that when a scam occurs, it is the shot heard round the world. How many times have you seen someone post a message from a safelist admonishing a popular affiliate program? The level of unique customer service your downline experiences will dictate negative or positive word of mouth advertising.

You can engineer positive experiences with your downline or potential downline members. We all want our downline members to view us as accessible. If you are accessible and knowledgeable, your credibility increases. With this increase in the trust factor, the members you sign up will believe you more and spout the virtues of your affiliate program with sincere excitement. You have indeed created an experience that will spread like wildfire.

This experience serves as a cue that triggers an even further reaching pure experience. It will distinguish you and above all the program and products you are promoting. One that is ethical and thereby more likely to garner respect from your members and the industry as a whole.

Affiliate programs like these are hard to promote! You know why? Because scams make the outside observer less trusting. Knowing that 95% of all network marketers will fail this year, there is an inherent fear among newbies to try something else once the fall from grace occurs. When I

market my ebooks, I am shooting for that same 1/2 of 1% that will respond to my advertising. But the thought hangs around the back of my mind, how many of my potential sales just went out the internet door because they have been scammed.

With every order of my ebooks, I try to extend any additional help I can to my customers. I offer guidance, explanation when asked, and additional free literature to help with the learning process. After all, this is an industry that requires knowledge in order to be successful. Realizing that communication is integral to success, I make myself as accessible as possible to questions, even instant messaging. Each day, I am discovering new techniques in which to make this job work for me. Creating an ultimate experience in the myriad world of cyber marketing is a personal goal of mine. I believe that the extra step will somehow turn into another sale.

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