

# Clean Up Your Act! Learn by the Mistakes of Others

By Rozey Gean

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When I first became introduced to the Internet, the one thing that bothered me the most was being treated like I was a secondary individual.

For me, being treated like a secondary individual is when:

- 1). I am led to believe that my opinion doesn't count -- even if I am purchasing the vendor's product.
- 2). I am told no one else complained about the same thing I did, therefore I must be wrong.
- 3). My e-mail question to a specific individual never gets answered.
- 4). I want to cancel an order because I simply "changed my mind" and I am told I first have to accept the package, then incur an additional cost to return it, and wait 4 weeks for a refund - minus a restocking charge.
- 5). I couldn't find a contact name, phone number or e-mail address anywhere on the site to gain the help I desperately needed.

I'm certain you can relate.

Being in business for myself, experiences such as those listed above HELP me to understand the flip side of the coin. As a consumer, I know how devastating it is to me when I am made to feel this way. As a businessperson, I learned how important it is that I go that extra mile to make my customers feel special rather than insignificant.

## A RECIPE FOR GOOD RELATIONS

You too can learn by the mistakes of others and benefit immensely by taking the necessary steps to guarantee your prospects will feel like they are extraordinary and important. By allowing prospects to experience good relations with you, this will increase your popularity, as well as your business sales. People who like you - ultimately buy from you.

The next time you browse the Internet, keep a notepad and pencil handy by your side. As you notice something that bothers you on any given site, write it down. After you have gathered the items that made you feel uncomfortable or unimportant, use this handy information to clean up YOUR act.

Perform a thorough check of your own web site and make certain there is nothing there that will make your prospects feel as if they are unimportant. No better time like the present, so do it now!

Over the years I have learned that gaining plenty of business does not happen by luck. It happens by creating a unique and satisfying experience for the prospect. Only in this fashion can you create enough business flowing through your web site and KEEP it flowing for years to come.

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Rozey Gean is the founder of the Marketing-Seek.com website where ezine publishers and writers are brought together in an easy-to-use, friendly interface.

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