

You Are What You Sell

By Teresa King

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Have you ever sold a product that you didn't know much about? You saw the sales page; it looked great so you signed up as an affiliate, but did not purchase the product yourself.

If it isn't good enough for you to get out a credit card, the chances are you best find something else to sell.

The rules you should follow on this are:

- 1.) If you can't afford it, but you have a trusted friend who has recommended it to you, then it would be okay to put your name on the product. "The friend better be trustworthy."
- 2.) You own the product, and you have used the product.
- 3.) You are on the receiving end of a system that you signed up under, like you might admire a script that your favorite Ezine Writer uses to deliver his/her list. In that case, you would probably write the ezine owner and say, "I love the way your ezine comes in my mail; what script do you use?"

And, again, you get a recommendation.

- 4.) You have developed the product yourself.

When I first started on the net, I affiliated with every free thing I could find. There were a lot of them and there are more now. I didn't have much money, if any. So, I would see things that looked good, or I'd wish I could afford to have, and, off I would go to sign up as an affiliate.

A couple of years later, I had some money, so I bought into a program that I had been affiliating. It was a HORRIBLE site, and didn't give the value for the money, and I had sold 10 of them over the year.

I took it off my site immediately. No, I didn't charge back. I just got it off my site as a recommendation as fast I could. Then I started sifting through my affiliate programs, read the sales pages, and those that I didn't want to join, I dumped, too.

Oh, the sinking feeling in my tummy was akin to if someone had just fed me something and said, "Oh by the way, I just fed you your cat."

The name you start on the net is your name; you built it. And it is why you see many actresses and writers put a tag name on their name when they marry - such as:

Farrah Fawcett-Majors or my sister who built her business way before she married, Lorelei Stevens -Sharig. And, should I ever marry again, I shall be Teresa King - whoever the poor unsuspecting fellow is. :)

Your name is your brand; your stamp, and it is the most precious commodity you have when doing business. Take care of it as you would a precious child.

We cannot always be right in our recommendations, as we might recommend a life time membership site, which is great, then the owner folds it down. There isn't much you can do about that! However, there is an old saying that says, "Take care of the 90% and the other 10% will take care of itself."

When you produce your own product, do the best that you can with it. Then back it up with a 100 percent guarantee and honor that agreement.

Yes, there are always a few who buy things then charge back; regardless, if your product is excellent or not. Don't argue with them, just give them back their money with an, "I am sorry, it didn't work out for you." If the purchaser does it again to you, ban their IP. As, it is very obvious that they are not being honest in their dealings with you.

KNOW your Product. When people ask you questions, you should be able to answer at least 90 percent of them, and if you don't know the answer tell them you don't know, but you will find out. Trying to act like a "know-it-all" does not bode well with your customers.

I learned that when my first son was born. My doctor, a general practitioner who had delivered thousands of babies, was worried about complications that could go wrong. She brought in a specialist to stand by. We made it - I'm here. Did that make me not trust her? NO. She delivered my next two sons. I respected her and trusted her to make the right decisions.

When you are in business; you must build trust, you must be able to admit that you don't have all the answers. When you check your ethics in your business and in "branding" your own name, then your business will grow. It is your job to build your name and

reputation; build it correctly and you will succeed.

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June 2002

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Teresa King is a successful net entrepreneur and the author of several marketing books, and historical romances. Stop by

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