

**JIM  
PALMER**

**STICK  
LIKE  
GLUE**

How to create an  
everlasting bond with  
your customers so  
they spend more, stay  
longer, and refer more!



**Praise for**  
***Stick Like Glue***  
How to Create an Everlasting *Bond* with Your Customers  
So They Spend More, Stay Longer, and Refer More!

This is a FUN book to read. Jim's personality not only shines in this book, but he delivers the "must-read business book of 2010." If you are an entrepreneur or own a business, you need to get this book and follow all of Jim's recommendations.... I have, and was shocked at how my customers responded. Referrals are **THOUGH** the roof!

—Brian Horn

[www.BeOnPage1ofGoogle.com](http://www.BeOnPage1ofGoogle.com)

Jim's advice on customer retention over the past six years has been instrumental in growing my company from a three-person start-up to a multi-million-dollar operation with over 300 corporate clients, in less than three years—even in a challenging marketplace. Keeping profitable customers happy has done more for my own peace of mind than any other business practice. Protect your most valuable asset—your best customers—and teach your employees to do the same. Live by the words in *Stick Like Glue*!

—Bobby Deraco,  
CEO & Founder

[www.SynapseResults.com](http://www.SynapseResults.com)

If you're looking for how to create an everlasting bond with your customers so they spend more, stay longer, and refer more, then I recommend Jim's book, *Stick Like Glue*. This is head and shoulders one of the most important business books I've read this year, and I recommend it for every entrepreneur, especially during a difficult economy. Jim has the knowledge, understanding, and experience to guide you through what you should do, and, importantly, what you shouldn't do, to improve your business. Not only is he the "Newsletter Guru," but after reading this book, he should be the "Marketing Guru." This book should be required reading for every small business owner in the country. It's that good.

—Gerry Oginski, Esq.,

Founder, Lawyers Video Studio, LLC  
<http://LawyersVideoStudio.com>

Another great book by Jim Palmer! In his first book, *The Magic of Newsletter Marketing*, Jim explained how to use newsletters to create a strong relationship with your customers. Now, in the same no-fluff conversational style, Jim gives dozens of ideas for keeping the customers you've worked so hard to get. You can trust Jim's advice because it comes from 30 years of working directly with customers. He knows what he's talking about, and the stories he shares prove that his strategies work. The Sticky Notes sprinkled throughout the chapters and summary Sticking Points at the end of each chapter make it easy to find and remember the key points. This is a book you'll refer to often if one of your goals is to keep customers from doing business with your competitors.

—Meredith Bell,

President, Performance Support Systems, Inc.  
[www.ProStarCoach.com](http://www.ProStarCoach.com)

Jim Palmer is a master of growing businesses and keeping his clients and customers happy and loyal. His most recent book, *Stick Like Glue*, is a goldmine of techniques for growing a loyal customer base and how to make it continually more and more profitable. His first chapter alone on acquisition and retention can make you more money than many weeklong seminars and courses costing thousands of dollars. Want to be richer in every way? Get this book and do one new thing each month. It's that easy with Jim's help.

—Dave Frees

[www.SuccessTechnologies.com/blog](http://www.SuccessTechnologies.com/blog)

Jim Palmer's book *Stick Like Glue* is an amazing resource every business owner needs—whether you're a seasoned veteran, a brand-new business owner, or fall somewhere in between. Referrals are one of the best sources of new business, and if you employ the strategies Jim has laid out for you here, you're almost certain to increase your referrals, and your overall business, in the process (and have a lot of fun doing it). This is a must-read, incredibly valuable resource for anybody looking to get real referrals that will turn into clients who also refer.

—Diane Conklin,

Co-Founder, Complete Marketing Systems, LLC

[www.CompleteMarketingSystems.com](http://www.CompleteMarketingSystems.com)

I highly recommend Jim Palmer's new book *Stick Like Glue!* EVERYONE should. This fantastic book gives you the blueprint for improving your lead generation, your conversions, and your customer retention. Most definitely a must-have for your business bookshelf. My highest recommendation.

—Troy White,

Responsive Direct Marketing

[www.TroysBlog.com](http://www.TroysBlog.com)

I'd recommend anything Jim Palmer puts his name to. Jim knows what it takes to attract and keep clients coming back over and over again. As Dan Kennedy says, "Retention is the new acquisition," and Jim Palmer is the "retention expert."

—David H. Meir,

The Portrait Expert

[www.The-Portrait-Expert.com](http://www.The-Portrait-Expert.com)

Jim Palmer's book *Stick Like Glue: How to Create An Everlasting Bond With Your Customers So They Spend More, Stay Longer, and Refer More!* is a terrific and valuable resource that can help business owners, entrepreneurs, and sales professionals retain customers and grow their businesses. I know, because I have been using Jim's services, and he has helped me connect and deepen relationships with my customers and clients.

—Steve Clark,

CEO and Author of *Profitable Persuasion*

[www.NewSchoolSelling.com](http://www.NewSchoolSelling.com)

Jim Palmer has done it again! ANOTHER great book that's easy to read, and, better than that, Jim makes it easy for you to take action! If you're looking for a book that will help you grow your business, look no further, and buy *Stick Like Glue* today!

—Nick Nanton,

The Celebrity Lawyer

[www.CelebrityBrandingAgency.com](http://www.CelebrityBrandingAgency.com)

If you want to know how to get your new customers to keep buying more, and more often, from you for years to come, then you must get and read Jim Palmer's book *Stick Like Glue*. Jim rightly points out how very important it is to your profits to create customers that are "over-the-top" happy with you! Way to go, Jim!

—Adam Urbanski  
[www.TheMarketingMentors.com](http://www.TheMarketingMentors.com)

I highly recommend Jim Palmer's book *Stick Like Glue*. It is a great resource that can help even the most seasoned entrepreneur and small business owner get and keep more customers. And it's a fun read!

—Ari Galper,  
Founder, Unlock The Game  
[www.UnlockTheGame.com](http://www.UnlockTheGame.com)

Would I recommend Jim Palmer's book? Heck yeah, I would! It's not often that I recommend books to people, but this was such an easy and fun read AND it really delivers results! You won't be disappointed.

—Amy Suzanne Taggart,  
CEO, designFORMARE  
[www.DesignFORMARE.com](http://www.DesignFORMARE.com)

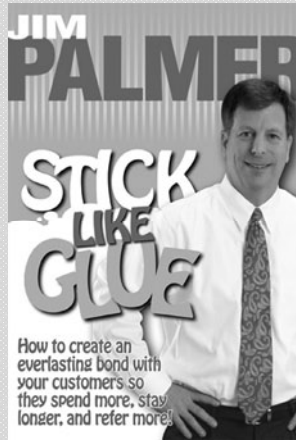
*Stick Like Glue* is the ultimate resource for building and maintaining strong relationships with your customers. Through many examples, Jim displays the genuine approach he's taken over the years to form everlasting bonds with his customers. These tips are sure to *stick* with entrepreneurs and business owners alike.

—Tess Wittler,  
Tess Wittler Writing Services  
[www.TessWittler.com](http://www.TessWittler.com)

Once again, Jim Palmer over-delivers—and why wouldn't he? That's what his new book is all about. *Stick Like Glue* is a business plan just waiting to be implemented. I've built my business on many of these same principals over the years, and Jim now presents them in one easy-to-use resource. I urge you to get your highlighter out and start implementing these principles today. Your business will be both more fruitful and more fun if you take action.

—Jay McGrath  
[www.eLocalMarketing.com](http://www.eLocalMarketing.com)

Do you know a friend, colleague, or perhaps a group that would enjoy and benefit from this book? If so, I'm happy to extend the following volume discounts!



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# **Stick Like Glue**

**How to Create an Everlasting *Bond* with  
Your Customers So They Spend More,  
Stay Longer, and Refer More!**

By Jim Palmer  
The Newsletter Guru

With a Foreword by Lee Milteer

CUSTOM NEWSLETTERS, INC.

## ***Stick Like Glue***

**How to Create an Everlasting *Bond* with Your Customers So They Spend More, Stay Longer, and Refer More!**

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This book is dedicated to my family,  
Stephanie, Nick, Steve, Jessica, and Amanda

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# Foreword

By Lee Milteer

In my career, I have committed myself to lifting people to a new mindset, one that will allow them to take a quantum leap in their lives and businesses. The truth is that everyone is in sales, but average people tend to take the path of least resistance. They don't update their mindsets and skills for success.

When Jim Palmer asked me to write the foreword for *Stick Like Glue*, I was pleased to.

Jim is an unbelievably good man who has a great work ethic and fabulous marketing materials. I met him several years ago when he spoke to my Peak Performers coaching group about the power of newsletters. The audience was on the edge of their seats with the depth of his knowledge about how to market and get noticed by customers.

I am happy to report that Jim not only inspired my entrepreneurial coaching group to stop only "thinking" about doing a newsletter, but after his presentation, more than 80 percent of the room actually started one! The results of Jim's speech helped my group enjoy profits and more business than they ever imagined, because they implemented his advice on using newsletters and different types of marketing strategies.

I even got hooked on Jim's advice. I had played around with doing newsletters, but never really committed to a regular schedule, until I heard Jim speak of the benefits. He emphasized to me that I had been leaving huge profits on the table. When I left that meeting and met with my staff, we created a plan to produce a newsletter every single week. I am thrilled to report that the benefits of his advice have resulted in many new customers and amazing profits for my business.

If you are open to new possibilities, and to new ideas on how to create an everlasting bond with your customers so they spend more, stay longer, and refer you to others more, you are reading the right book!

Jim is not an "Ivory Tower" author. He is someone who has had more than twenty-five years of experience in sales and marketing, and has always exceeded customer expectations. In other words, Jim Palmer

knows how to give you the knowledge to cater to your customers, in a way that makes them hyper-responsive, because you give them outstanding service.

The truth is, the more you do for your customers, the more challenging it is for them to walk away from your business. Plus, they will become your best advertising campaign because of their word-of-mouth comments to others.

I promise, if you follow Jim Palmer's advice, you will have dramatic results, and a renewed sense of enthusiasm about the contributions you make to others with your knowledge, products, and services.

In the new reality and economy that we are living in today, knowing how to sell is not enough anymore. Business owners must learn to see life—and our customers—from an entirely different perspective. Value has replaced image, and intrinsic worth has replaced name brands. Our clients are asking themselves very important questions such as:

Does this feel real?

What is good service?

What is quality?

Who can I count on and believe in?

Today's consumers are intelligent, alert, highly selective, and independent in their thinking. To work with today's consumers, you must strive for excellence, integrity, and high ethics. You must be someone that stands out from the competition.

In the new model of selling, you want to focus on sales as a means of creating relationships, not just making deals.

As a business owner, you want to honor your customers, be sensitive to their needs, interests, and desires, and care about what is right for them.

Most traditional sales philosophies are outdated in today's crowded marketplace. The future belongs to the salespeople and organizations that are flexible and nontraditional in their thinking. That is why Jim Palmer's *Stick Like Glue* is an important tool for your future business success.

I am proud to say that Jim Palmer is one of the greatest teachers to provide you with techniques and strategies to take you to an entirely new level of understanding, and success, in your business.

Open yourself to a new level of thinking. Put aside your old opinions and the belief systems that have guided your sales career up to today. Read this book with an open mind, and open heart, and you will find wisdom to transform your business.

Deep down, everyone who owns a business wants to be proud of their work and their contributions. Everyone wants to feel like their work has value and importance to others. The bottom line is that, as a business owner, you are using your life energy and time to contribute to others with your knowledge, products, and services. So why not cut your learning curve, and learn from an expert like Jim Palmer and this new book, *Stick Like Glue*? I promise you, this knowledge will transform your business.

—Lee Milteer

Author of *Success Is an Inside Job* and  
*Spiritual Power Tools for Successful Selling*  
[www.milteer.com](http://www.milteer.com)

# Preface

*“There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.”*

—Sam Walton

*“The single most important thing to remember about any enterprise is that there are no results inside its walls. The result of a business is a satisfied customer.”*

—Peter Drucker

Welcome to what I sincerely hope will be a book that will transform your business. You will not find a lot of classroom theory, business philosophy, or platitudes about what it takes to have happy customers and grow your business. Instead, you will find authentic stories, actual examples, and real-world truths from somebody who has worked the front lines in business for more than twenty-five years in retail, franchise management, association management, and for nearly ten years running my own businesses.

What I’m going to urge you to do in your business has produced dramatic results, not only for my own businesses, but also for my previous employers.

A few quick examples of these results:

- When I was twenty-one, I was promoted to manager of a bike shop. As manager, I grew it from \$330K in sales to \$960K in less than four years. (At the time, the average bike shop in the United States was grossing approximately \$250K.)
- As regional manager, I guided the largest store in the chain (one of the largest bike shops in the country) from \$940K to \$1.4 million in less than two years.

- As director of franchise operations, I was part of a team that grew a national franchise chain from 14 stores in 2 states to 80 stores in 18 states; I was then recruited to help launch a national marketing association that achieved combined sales of \$500 million in less than two years.
- Finally, since starting my first business in the fall of 2001, I've achieved substantial growth by practicing and applying the exact same strategies and principles that I'm going to share in this book. In fact, during the difficult recessionary months of 2009, I more than doubled the size of No Hassle Newsletters ([www.NoHassleNewsletters.com](http://www.NoHassleNewsletters.com)), my flagship company. My team and I now serve hundreds of customers in seven countries.

None of this is about bragging or chest pounding. I share some of my accomplishments so that you'll understand the basis for my advice, opinions, and suggestions and know that they've been tested.

Please consider this book a personal conversation between you and me. I not only write in a conversational tone, but I'm also going to give you the straight scoop, as if I were consulting with you. The entrepreneurs whom I coach know me to be candid and blunt, and that's the way it should be, as time is too short for any other approach, especially in this difficult economy.

As the title indicates, this book is about one thing—getting more customers, keeping them longer, selling them more of your products and services, and getting them to refer more new customers to you.

I guarantee that some of what I suggest will require a mindset shift, a small mindset shift for some, and a major overhaul for others! But I also know from nearly thirty years' experience that this stuff truly works. I've seen it work successfully many times, for myself and others.

Let me share a quick story from my time in the franchise business.

I was running a training program for a group of new franchise owners, and one of them, whom I'll call Tom, was a just-retired corporate banker. Tom was a typical buttoned-up executive who spent years in what I refer to as the "Ivory Tower."

At one point in the training program, I began to share some of my "over-the-top" customer service stories (I'll share some with you in this book), when I noticed that Tom had his arms folded across his chest.

I asked, “Everything okay, Tom?”

He said that while he “bought” most of what I was teaching about customer service, he wasn’t buying this “give-the-store-away” (his words) mentality, especially when a customer is wrong.

Tom continued, “I totally believe in customer service, Jim, but when customers are right, they’re right, and when they’re wrong, they’re wrong, and I’ll do my best to help them out.”

Tom clearly had his own strong views, and so I pressed on with the rest of the training.

Tom’s first year in business was nothing stellar, and throughout the year, he often called me to ask my opinion on various customer situations that he encountered. In each case, I told him my unvarnished opinion, and he began to listen. Later, in Tom’s second year in business, sales started to really take off.

During one of my field visits to his store, as I was congratulating him, Tom smiled and said to me, “Jim, I have a confession to make.”

“What do you mean, Tom?”

“As you know, I was not happy with my first year in business, and although I thought your methods about customer service were somewhat extreme, I decided to try it ‘your’ way.”

“I see. Tell me more, Tom.”

“Well, I’m not too big a man to admit it, but the ‘Jim Palmer way’ works!”

Tom then went on to share several stories about how his now-excited and dedicated customers were spending more and referring new customers to his business. It seems they were quite pleased with the way Tom always had their back.

It was one of the greatest franchise store visits I had, and a fantastic compliment that I’ve remembered to this day.

When thinking about the origin of what Tom called the “Jim Palmer way,” I believe I first developed this mindset strategy during the severe recession that began in 1981. As our business began to shrink, we had fewer and fewer customers coming into the bike shop. I developed a two-pronged strategy to survive and prosper.

- 1) First, we had to maximize the profit potential of every customer we still had.

- 2) Second, I recognized the utter importance that each and every customer was to the survival of our business.

Every customer was critically important, and needed to be treated and valued as such. If we had an unhappy customer, my instincts were to swiftly react, based upon my deep concern of what would happen to this business if we ran out of customers.

When you view each and every customer situation as critical to the survival and success of your business, it instantly makes clear what the correct solution to the situation should be: Make them dazzled.

Whether a customer in our bike shop had a problem or complaint, or if I merely sensed that they weren't over-the-top happy with our products or service, I took swift action to correct the situation.

In my mind Losing a customer was simply not an option, and if they did leave, I did everything I could to ensure that they'd leave while still having a good feeling about our business.

This mindset strategy has been honed over my career, and is still very prevalent in my business today. Just ask my team.

As I was writing this book, I actually thought of naming it *The Jim Palmer Way*, but thought it would be confused with a book about baseball! So read on, enjoy the stories, and no matter what your business is, I urge you to try *The Jim Palmer Way*!

# Acknowledgements

## A Personal Thank You . . .

In many ways, this book is the culmination of a thirty-five year career in retail, franchise management, association management, and now as a business owner, speaker, and coach to other entrepreneurs. It sounds cliché, but this book truly could not have been written without the help of a great many people, including past employers, the many employees I've worked with, the thousands of customers I've interacted with, and the hundreds of authors, speakers, trainers, and mentors who have all helped to shape my views on both the proper mindset as well as the practical marketing and customer service strategies needed to sustain profitable growth.

I first want to thank the Lord for His love, patience, wisdom, and forgiveness. God has enriched and blessed my life in unimaginable ways.

I want to thank my wife, Stephanie, for being my best friend and just the perfect partner to share my life. As I write this note, we are days away from celebrating our 30<sup>th</sup> wedding anniversary in Hawaii. I can't imagine my life without her. I also want to thank Nick, Steve, Jessica, and Amanda, for being the absolute best children ever! Being your dad has meant more to me than anything, and you all give me so much to be proud of.



(L-R): Steve, Amanda, Stephanie, Nick, me, and Jessica, as we gathered for Christmas 2009.

While there are many mentors who have shaped my views on business, I especially want to thank Dan Kennedy and Bill Glazer for providing a business education that I feel certain is not available at any university. While my views on the importance of customer service and providing outstanding and memorable experiences have been formed

over many years, the significant growth of my own businesses has occurred as a result of the entrepreneurial mindset and marketing strategies I've learned from Dan and Bill through my membership in Glazer-Kennedy Insider's Circle™ ([www.DanKennedy.com](http://www.DanKennedy.com)).

I want to thank my amazing support team. Thank you to my amazing personal assistant, Kate; my Webmaster, Adam; my lead designer, Chris; Mike from Mikel Mailings, who handles the printing and mailing of my monthly No Hassle Newsletter program; Bobby from Synapse Print Management for being an outstanding partner for my Concierge Print and Mail On Demand program; my Newsletter Postcard production team, Sara, Roz, and Jennifer; and thank you to Ann Deiterich and Tammy Barley for doing a magnificent job editing this book.

Last, but certainly not least, I want to thank the countless customers and clients I've interacted with over the last thirty-five years. It is these individual experiences—the good, the bad, and the ugly—that have made me realize how vitally important over-the-top-happy customers are to a business. These customers are the lifeblood of any growing business, and it astounds me how many entrepreneurs and business owners fail to fully comprehend this fact. It is my sincere desire that this book will change some of these mindsets, enlighten some “stuck-in-the-mud” old-time thinking, and perhaps provide the entrepreneurial “let's-get-it-right” spark that so many businesses need, not just to survive but thrive, in this new economy.

To Your Success,

A handwritten signature in black ink, appearing to read "Jim Palmer". The signature is fluid and cursive, with a large initial "J" and "P".

# Chapter One: Getting 'Em or Keeping 'Em?



## The Bonding Power of Glue

Whenever I think of glue, I remember the television commercial that showed a man holding on to his hard hat which was glued to a steel beam high in the air. Now that was strong glue! From a marketing perspective, it certainly was an attention-getting ad! In fact, based on this commercial, that was the glue that everyone wanted, so that they could fix what was broken!

What's the best glue you've ever used?

When I ask that question, I hear a lot of different brand names, but they all have one thing in common: they stick, they stick well, and they fix what's broken.

I'm certain your favorite glue shares those very same characteristics. That's exactly *why* it's your favorite, and the one you always reach for when things need fixing.

Imagine being able to get your customers to stick with you, just as well as if you used your favorite glue! That's what *Stick Like Glue* will help you to accomplish. If you adapt both the mindset and the successful business strategies that I describe in this book, I predict it will fix what is likely broken in your business.

I say that because I have never seen or heard of a business that isn't broken to some degree—some more than others—but for sure, all would be more profitable if their customers had more stick, and the stronger bonding power your glue has, the better!

## The Leaky Bucket Analogy

When I speak around the country about newsletter marketing and effective customer retention strategies, I like to use the leaky bucket analogy.

Think of your company as a giant bucket of water. The water in your bucket represents your customers—the lifeblood of your business. Every drop of water that leaks out of your bucket is a lost customer and lost sales, including all future revenue. Ouch!



If your company is like a leaky bucket—and every business is to some degree—then it is paramount to your survival that you continuously fill your bucket with more water. After all, no water, no business!

So the question is: How leaky is your bucket? How many holes does your bucket have that are letting your customers constantly pour out?

Be honest—does your bucket simply have a few leaks around the seams that let customers occasionally seep out, or is it riddled with holes, and customers are gushing out from every one of them?

If I can be blunt, my guess is that your bucket has more holes than you even know about. But don't be too embarrassed; most businesses do.

There are two ways to keep the water level in your bucket full and, therefore, customers in your business:

- 1) Constantly add more water, new customers, while previous customers continue to pour out.

- 2) Plug the leaks in your business, and keep the water you've already got in your bucket.

## **Getting 'Em**

Most entrepreneurs spend a lot of *time, energy, and resources* on customer acquisition, and any entrepreneur will tell you that *time, energy, and resources* are the three most valuable commodities. They are also three of the most expensive and difficult marketing commodities to sustain.

I am an eager and continuous student of marketing and business. If you're like me, you've probably also read countless books and articles about different marketing strategies designed to help you get more new customers into your business.

With every passing week, and with the constant expansion of the Internet's power, it seems that there's always some new marketing strategy or tool to learn about, with each proclaiming to be the best way to get more customers. No doubt, it's a challenge to figure out what works best for attracting new customers to your business.

## **Marketing to Get New Customers Is Tough**

Think about all the advertisements you see on any given day. If there's a space, there's an ad. Newspapers, magazines, billboards, the sides of buses, the roofs of taxicabs, hotel keys, and flip-down trays on airplanes all carry ads. There are even ads on the backs of bathroom stall doors.

Television and radio have long been supported by advertising, and you'll probably agree that the amount of broadcast advertising seems like it's surpassing actual programming content.

We're also exposed to a constant stream of messages vying for our attention online. Search ads, flash animation, pop-up boxes. With every click, there's another advertisement!

There's no escaping marketing messages.

Marketing to get new customers can be expensive and time-consuming. How can you compete? How can you get customers into your business?

Despite the rise of the Internet, direct mail advertising is still not only viable, it is incredibly effective. Just look in your mailbox if you don't agree. It's filled with postcards and letters enticing you to open them and read them. It must be working, or businesses wouldn't continue using this time-tested marketing method.

Unfortunately, direct mail advertising can be expensive and time-consuming. You've got to develop a campaign (or pay someone else to do it), design and print the ads (or pay someone else to do it), buy and/or maintain your list and mail it (or pay someone else to do it), and finally, measure the results (or pay someone else to do it).

As an entrepreneur or small business owner, how do you compete? How can you get more customers so you can increase your profits? Whatever marketing method or methods you use, it takes a lot of time, energy, and resources.

Maybe you've got sales representatives pounding the pavement and touting your products or services. If so, you know the expenses involved: commissions, benefits, mileage reports, quotas, training, and the list goes on.

Even if you opt for networking to spread the message about your company, you've still got to make a time investment, and, as an entrepreneur, you know that time really is money. How can you compete? How can you get customers?

Even if you've got the best marketing campaign in place and the most successful sales staff, you've got to track every effort to determine what's working and what's not. Failing to measure results is one of the quickest roads to business failure. How can you possibly know where to invest your efforts and resources without knowing what's working and what's not? If you're

guessing, you might as well throw your hard-earned money into the wind and hope for the best.

There's no question about it—getting new customers has always been tough business, and in this current difficult economy, it's even more so! Getting 'em is very tough.

Is there a better way to grow your business?

I'm glad you asked. There is.

As an entrepreneur, you know just how difficult it can be to get new customers, so once you get them, you want to be sure to *keep* them...to be sure they “stick” around.

## **Keeping 'Em**

It's far easier, and much more cost-effective, to keep the customers you have rather than trying to attract new ones. It's also much more profitable.

In other words, fix your leaky bucket rather than constantly add more water.

Selling more goods and services to customers you already know (and who know you) is far easier than constantly making first-time sales.

Think about it. Who would you rather call: a customer who you know will probably buy, or someone you've never met, to whom you'll have to explain your product or service *and* convince them it's got value *and* that you are a trustworthy and reputable business?

Ninety-nine entrepreneurs out of a hundred will pick the first choice. It's easier, and there's a greater likelihood for a positive outcome: a sale!

Your existing customers find value in what you offer, and they trust you. That's why they're your customers.

Building trust and rapport is the constant hurdle in cold-calling and prospecting. Nearly every new customer is distrusting at the beginning of a sales cycle.

Evaluate yourself as a consumer. When dealing with a new vendor, do you immediately trust the person/business? Probably not, unless they're a referral or have a long list of rock-solid testimonials. Even then, you may not trust them until you've verified the information for yourself. Your prospects are no different. Why should they be?



***Sticky Note:***

**According to Zig Ziglar, every sale has five basic obstacles:  
no need, no money, no hurry, no desire, and...**

**NO TRUST!**

The first four of those obstacles are difficult enough to overcome. Why burden your efforts by having to clear the *trust* hurdle as well? With your existing customers, you don't have to. You've already established trust and rapport.

With all that said, let me be perfectly clear: I'm not suggesting that you forego or turn off your new customer acquisition marketing efforts. Not at all! To the contrary, every business, large and small, must always have its marketing funnel wide open to attract and catch as many new customers as possible. However, I believe that too many businesses focus every last marketing dollar on customer acquisition, and, to their detriment, they spend little or nothing on building, maintaining, and strengthening the relationships they already have with their current customers. This is a mistake.

When you think about, it's really backwards. Remember the 80/20 rule: 80 percent of your profits come from 20 percent of your customers. Too many companies spend 100 percent of their marketing budget on new customer acquisition, instead of where it has the greatest chance of yielding the largest return on investment: current customers. Does doing that make sense? Of course not! Instead, dedicate the proper percentage of your marketing budget

and efforts to the place where it has already proven to produce results—your current customers.

No matter what business you're in, your greatest source of new revenue is with your existing customers. Plus, the longer they are customers, the more likely they are to spend more with you and refer new customers. Take advantage of that! Plug the holes in your bucket!

(Sorry, guys, but duct tape won't get *this* job done. You'll need *glue*.)

***Sticky Note:***



**According to Frederick Reichheld, fellow at Bain & Company, a prestigious management and consulting firm, and author of *Loyalty Rules*, it costs five times more to obtain new clients than it does to retain and resell to existing ones.**

## **You're Sitting on a Gold Mine**

You may not realize it, but you're sitting on a gold mine. Simply look at your current customer list. "There's gold in them thar names!"

There are really only two ways to grow your business:

- 1) Get more clients, or
- 2) Sell more to those you already have.









Profitable, growing businesses are the ones that are plugging the holes in their leaky buckets and keeping their existing clients longer. Getting your current customers to stick to you like glue is the key to your organization's growth and long-term profitability.

In fact, for every 1 percent increase you achieve in customer retention, there's a 7 percent increase in profitability. That's huge! (That's also according to Bain & Company.)

So with that in mind, and knowing that it's five times more costly to acquire new customers than to grow the ones you already have, you've got to have some really great glue, so keep reading.

## **Sticking Points:**

Here's the recap of the important points to remember about acquisition (getting 'em) versus retention (keeping 'em):

-  View each and every customer situation as critical to the survival and success of your business.
-  It's easier and more cost-effective to plug the holes in your leaky bucket than it is to constantly add water.
-  You can't ignore acquiring new customers, but dedicate the right proportion of your marketing budget to retention.
-  Remember the 80/20 Rule: 80% of your profits come from 20% of your customers!
-  There are only two ways to grow your business: get more customers *or* sell more to the ones you already have.
-  The longer they are your customers, the more likely they are to spend more with you and refer new customers.
-  Remember that a 1% increase in customer retention generates a 7% increase in profits!
-  It's five times more costly to acquire new customers than to grow the ones you already have.



## Chapter Two: Increasing Adhesion



### Strategies to Develop and Build Stronger Customer Relationships

Have you ever tried to glue something, only to find that the glue was actually stronger than what you applied it to, so the end result was another break?

The same thing can happen when trying to stick like glue to your customers. If your foundation isn't very strong, the best glue in the world won't help you.

Your foundation is the relationship you have with your customers. It is your level of *customer service*—the way your business treats and values customers.

In order to succeed in any business, excellent customer service is paramount. I've always stood on the principle that you can never go too far with customer service.

Bill Glazer, internationally recognized marketing expert and president of Glazer Kennedy Insider's Circle™, uses the phrase, "Inspect what you expect." By that, he means that you should honestly evaluate how your company is addressing your customers.

How? There are two excellent ways.

- 1) You can pose as a customer, or
- 2) You can have someone play that role on your behalf—this is known as mystery shopping (you'll learn more about this in the bonus chapter!).

## “Inspect What You Expect”

Whichever way you choose to evaluate your company as a customer, you should evaluate by using the following criteria, just as your customers do:

### **Telephone**

- What’s your impression of when and how you’re greeted on the phone?
- Is the person pleasant to speak with?
- If you have an automated system, is your options menu easy to navigate?
- If you have an automated system, is it easy to connect with a real live person?
- Is your outgoing voice-mail message professional and friendly?
- Is your outgoing voice-mail message current?

How many times have you called somebody and heard an outgoing message that was from a just-past holiday, or perhaps from their vacation two months ago? Don’t laugh. Something that simple sends the wrong message to your customers.

### **Web site**

- Is your URL simple and easy to remember?
- Is your Web site easy to find online?
- Do your Web pages load quickly?
- Are your color choices reflective of your store and customer base?
- Are your color choices welcoming and compelling?
- Are your color choices intriguing, yet comfortable on the eyes?
- Are your graphics reflective of your store and customer base?

- Do your graphics add visual interest, or do they overwhelm the customer? (Keep in mind that too many graphics can make your Web pages slow to load.)
- Are your font choices, and sizes, easy to read so that customers can easily find what they want?
- Is your Web site easy to navigate, or is it a cluttered mess filled with way too many options?
- If you have a brick-and-mortar store, does your Web site provide a map for finding your store?
- Does your Web site list store hours?
- Does it provide a telephone number so that customers can call for more information (and speak with a real live person)?
- Is your online store easy to use?
- Does your online store answer questions about shipping and delivery dates?
- What's the first thing visitors see when they go to your Web site? Does this make them want to stay at your Web site?

**Store**

If you've got a brick and mortar shop, what's the first thing customers notice when they walk through your door, or even before that...

- Does your outdoor signing make it easy for first-time customers to find your store from the road?
- When they park their cars, is the parking lot clean and orderly?
- Is the parking lot smoothly paved or blacktopped, with striping that is easy to see? (Got potholes? Fill them!)
- What about your parking lot signs, are they worn and looking like they should have been replaced a year ago?
- Is your parking lot aesthetically pleasing?
- Do trees provide cooling shade on hot summer days?

- Is the landscaping well-maintained and free of weeds?
- Is your parking lot lit well at night?
- Are there signs in your window promoting an event that took place five months ago?
- Are your windows clean?
- Inside the store, how quickly are you greeted, or at least acknowledged, in person?
- Is the store clean (especially the bathrooms!)?

I remember management guru, Tom Peters, saying one time that coffee stains on the flip-down trays mean that the airline doesn't care about engine maintenance. Fair or not, your customers form opinions from their initial contact with your company.

Once, when I was a regional manager for a chain of stores, I visited one of the stores I was responsible for, and the first two things I noticed were greasy handprints all over the door and that the carpet was filthy. When I questioned the manager, he said he and the store were busy and the vacuum cleaner was broken. I told him that while both of these reasons (excuses) could be true, the customers who came to this store didn't know how busy he was or that his vacuum cleaner was broken, and, fair or not, they would draw the conclusion that this business didn't care about quality. Cleanliness matters!

- Is this store a place where you feel comfortable and enjoy being?
- Do you have a store layout map or signing that allows customers to find what they're looking for easily?
- Are sales associates easy to find, either by their clothing or by name tags?
- Are your questions answered promptly and courteously?
- Are you assisted thoroughly, promptly, and courteously?
- Did you find it easy to do business with your company?

- Did you leave with a smile on your face?

The reality is, if your customers are not smiling when they leave your store, and saying to themselves, “Wow, that was a great experience,” it’s not likely that they’ll be sharing this experience with others.

The sad truth is that today customer service is at an all-time low. It seems that most companies prefer to put their customers in an incredibly difficult-to-navigate maze of voice mail rather than talk to them. Automated systems are cost-effective, but we all complain about voice-mail hell. The Internet offers a wealth of benefits to conducting business 24/7/365, but it means a lot of self-service, and many sites are difficult to navigate. If you visit most stores, you’re greeted by someone who has no customer training whatsoever, if you’re greeted at all. And when’s the last time you needed to ask a question or get help in one of the mega chain “big box” stores? How’d you make out? Could you even find anyone to help you? Even the storewide announcement “Special assistance needed in aisle seven; special assistance needed in aisle seven” rarely brings prompt, special assistance.

That’s the bad news. The good news is that since customer service is at such an all-time low, it’s really easy to stand out and be recognized—and talked about—as a great place to do business with.

It’s my belief that if you simply make it easy for someone to do business with you, and if you are polite and courteous, you will have happy customers. If you go just a few extra steps to make your customers’ experiences with you memorable, they will be singing your praises from the rooftops!

If you can’t honestly assess the above telephone, Web site, and store criteria, ask someone, such as a secret shopper, to do it for you. *Then act on any negative reports immediately.*

When you “inspect what you expect” then plug those leaks, you are on your way to “keeping ’em,” with a solid strategy to

develop and build stronger customer relationships: You are meeting and exceeding your customer expectations.

*That is awesome glue!*

## **The Ivory Tower**

Over the years, I've found that "inspect what you expect" thinking often falls short, especially in large corporations, as you move from the front lines of customer service toward what I call the "Ivory Tower." The Ivory Tower is where policies and procedures are enacted by folks who rarely, if ever, spend time interacting with customers. The result—those policies are often silly, and sometimes ridiculous, when implemented on the front lines.

If only those upper-management folks sitting in the Ivory Towers would "inspect what they expected," they'd quickly see how the very policies and procedures they create often interfere with their ability to meet and exceed customer expectations, and, thus, interfere with their ability to grow their business.

Twenty-five years in retail has ingrained in me an ability to spot such stupidity a mile away, as I did recently, so let me share the story to illustrate this point.

I was on a tight schedule, as usual, and one of my stops was at my personal bank to deposit a check. I pulled into the drive-through, and, after waiting almost twelve minutes (while still on that tight schedule), the teller returned to tell me that he couldn't deposit my check because it appeared altered.

*What?*

It was my own company check, written by me, to myself, to be deposited (not cashed!) into my personal checking account that I had with this bank!

It seems that the bank has a policy of not accepting checks that may appear to be altered. At first glance, this seems like a

worthwhile safety policy for all concerned, so I asked what the specific objection was.

The teller explained that the date looked altered. He said that he couldn't tell if the date was February 12 or 13. It was not altered, perhaps my messy handwriting made it look that way, but in either case, what difference could this possibly make? It was February 13th! At this point, I really wasn't mad, I was stunned in disbelief.

I realized that the teller was simply following bank procedure (dictated by someone in the Ivory Tower) and that the teller was not the one to be upset with. So I asked if the manager was inside. He said that she was, but that she already okayed this! "Tell her I'll be right in."

I drove around, parked, and went inside where the manager was waiting for me. She re-explained the bank's policy, and showed me that the date on my check was not clear. Since it was already February 13th, I asked what possible difference it could make, and she simply repeated the bank's "no-alterations" policy. I would need to bring back another check.

*Now I was getting steamed.*

Here are the facts of this situation as I explained them to the branch manager, who, by the way, knows me by sight!

- You recognize and know me by sight as one of your customers.
- You personally opened up our checking and savings accounts.
- You processed our home equity loan six months ago.
- You know that I own my own business, and that this is my company check, written by me.
- And finally, I'm not looking to withdraw money; I'm trying to deposit this money into your bank!

No dice. She told me that I had to write another check and come back.

Despite my utter disbelief and, I believe, red face, I still recognized that even the branch manager was not the policy maker, so I asked who was, and if we could get that person on the phone!

Surprisingly, she obliged. She got the bank's corporate Ivory-Tower controller on the phone to further clarify the bank's no-alterations policy. The branch manager told the controller the facts as I just outlined above, and then asked the Ivory-Tower controller, "Even though I know Jim, if I accept this check, someone in Compliance will write me up, right?" She was told, "Yes, they will."

And there you have it. The branch manager, who appeared to have an ounce of common sense, and was trying her best to help me, her customer, was simply afraid for her job. The result was one of major inconvenience for a good customer. Not good.

By the way, this bank has also been courting me for six months to move my business banking to their bank. Not going to happen.

This is an example of a policy created in the Ivory Tower, combined with zero tolerance for any common sense to be applied by the very folks entrusted to interact with and serve their customers.

Many times, company policies are created in the heat of the moment, when something bad or unfortunate happens at the store level. Typically, the policies created are an overreaction to something that rarely happens and, in fact, create impediments to the very customers with whom they are trying to do business.

Do you have any of these Ivory-Tower policies in your business?

Do you trust your frontline staff to do what's necessary to serve and please your customers?

And, more importantly, does your staff know that you "have their back" and will not come down on them for trying to please a customer?

Remember, customers have many options other than your business. Make it *easy* for your customers to do business with you!

By the way, when I left the bank, I drove to another branch location less than two miles away. They immediately deposited my check. So much for consistency!

I believe that the vast majority, perhaps 98 percent, of customers are honest and not out to take advantage of a business. Unfortunately, when a customer does take advantage of a situation or does something completely dishonest, too many companies overreact and create policies that adversely affect the vast majority of honest customers.

So really evaluate your policies. If you have some that were put in place as knee-jerk reactions, they probably only address about 2 percent of your customer base, and create roadblocks for the 98 percent who are trying to do business with you.

The choice is yours. You *can* dig your heels in and determine that it's your way or no way, but at the end of the day, your bank deposit is going to be smaller.

There you have it—a second strategy to develop and build stronger customer relationships so that you increase adhesion: Evaluate your Ivory-Tower policies.

***Sticky Note:***



**In my retail days, when I was training store employees or new franchise owners, as we had this discussion of customer service, I would tell them that it's okay if you choose to be right—but most of the time your bank deposit will be smaller as a result. For me, I learned to be okay with siding with the customer, even if they were wrong, because it usually meant that my bank deposit would be larger!**

## **Easy Does It**

Make it *easy* for your customers to do business with you. This concept is so important to developing and building stronger

customer relationships that I'm going to focus just on that for a moment.

As a customer, have you ever walked into a place and heard the phrase "That's our policy?" Those words are like a slap in the face with a cold, dead fish. I'm certain you don't like hearing it, and I certainly didn't appreciate that approach to my seemingly altered check at the bank. Well, neither do your customers! Even if you fill a very unique niche with your product or service, if you stand on policy or your terms and conditions at every turn, customers will figure out how to get what they need from someone else.

My dental office has a sign posted right on the reception desk about their rules and policies. Is that really what I want to see as soon as I walk into the office? Of course not. No one does. You immediately send a bad message to your customers with that type of signage. In effect, you're saying "Here are all the hoops you have to jump through and all the bridges you have to cross before we'll take your money." It's a cardinal sin to make it difficult for customers to hand you money!

Here's another example from my bike days regarding the impact of Ivory-Tower policy-making that made it difficult to do business with us and created roadblocks for customers *who were there to give us money*:

With most bike purchases, customers want to take test rides beforehand. At one point, we had a bike stolen during a test ride, and I had to report that to headquarters. The next thing you know, there's a meeting at the corporate level about instituting policies to curb theft, and the retail locations began receiving rules and terms and conditions that were to be mounted next to the register. The policy was that, in order to take a test ride, customers had to leave a credit card or driver's license. I did not like having to hang this up, because I saw this as an overreaction to a rare situation and believed it would become an impediment to doing business.

Since I believe that 98 percent of people are honest, I do not want to create policies, procedures, terms, and conditions to combat the 2 percent who seek to take advantage of me. Creating policies and procedures to combat the dishonest 2 percent makes it more difficult and a less-pleasant experience for the 98 percent of honest people to give you money—also known as profit! Sure, we need to be smart business owners, but I strongly encourage you to not overreact to the occasional negative situation. Instead, stay focused on the larger picture.

Make certain you are easy to do business with.

## **Be Accessible**

Another way to develop and build stronger customer relationships is also one of the foundations of great service: Be accessible to your customers.

Really serve them. It's why you're in business and the only way to grow and be profitable. Whatever you do to create happy customers pays off!

What can you do? Return calls, answer e-mails, and address complaints, *promptly*. I know it may sound strange, but, over time, I grew to look forward to the occasional problem or upset customer because I became so skilled at diffusing the situation and ultimately creating a raving fan! (Lots more about addressing complaints in a later chapter!)

If at all possible, your customers should not be forced to your voice mail or your Web site as the only means of contacting you. That does absolutely nothing to build trust. Embrace people over technology whenever possible. Your customers will relate to you and your employees. They will not necessarily relate to your automated systems.

Certainly, voice mail, e-mail, and auto-responders have their place, and I use them in my business, but that should not be your only contact with your customers. I have a team of support

people who know I expect all customer inquiries and problems to be addressed quickly, certainly within twenty-four hours if at all possible.

A little effort toward simply being accessible goes a long way toward increasing customer adhesion.

## **Pain Points**

No matter how much your customers like you, they're really buying the solutions you offer, and they're buying to eliminate their pain points. Remember that your product or service must be of some benefit to them and make their lives easier and/or more enjoyable and potentially relieve some of their pain. After all, every single one of us has the same favorite radio station: WII-FM (What's In It for Me?).

For an auto repair shop, the customers' pain point is often the inconvenience of getting their cars serviced. They have to drop off the car, and then find a ride to get home or to work. If there was a trustworthy mechanic who offered this service, it would be exactly the solution most customers needed, and it would ease their pain point. Now, if that same auto shop washed and vacuumed the car in addition to servicing it, that would be over-the-top customer service—and certainly worthy of much word-of-mouth advertising!

I'll also give you a marketing example, since most successful businesses address pain points in their marketing efforts. I know I do.

In my newsletter business, I know there are two recurring pain points that customers have regarding establishing a successful monthly newsletter marketing program: "It takes too long to write and produce a newsletter," and "I never know what to include as content that my customers will read and enjoy." It's no coincidence that those are exactly the benefits of No Hassle

Newsletters, and my marketing addresses these pain points in a big way.

When thinking about your marketing, envision your most perfect target customer, and address your message specifically to that person, keeping in mind his or her pain points. Don't envision addressing a stadium full of people. Imagine the one person who is your perfect customer.

For me, my perfect customer is "John." John is a thirty-eight-year-old entrepreneur and small business owner. Like many other small business entrepreneurs, John has heard that customer newsletters are good for business, and John may have even occasionally tried one. John's pain is that he has a lot of other duties and responsibilities on his plate, and has trouble carving out time to write and produce a monthly newsletter. I address his pain and offer my famous Customer-Loving™ Content, and ready-to-go newsletter templates, and I offer the ability to produce a kick-butt monthly newsletter that will get results in less than 23 minutes per month! Problem solved; pain alleviated; happy customer!

Trust me on this. I have hundreds of happy clients in seven countries. Cure your customers' pains, and you'll be on your way to having customers that stick, and having a profitable business.

***Sticky Note:***

**Always imagine your perfect customer and know what the pain point is...what keeps him up at night. Successful marketing addresses alleviating this pain.**



Keeping pain points in mind works in marketing, and also while you're being accessible to your customers, whether in person or via telephone or Web site.

Keep your eyes and ears open when communicating with your existing customers for their pain points. Sometimes they'll

raise a red flag immediately, and your response and remedy should be immediate as well.

The other morning, I had a message from a brand-new client saying that he had difficulty logging into the membership area of our Web site. I immediately followed up and responded, and also had my support team check out the site for any possible errors. Turns out there was not a problem—he was not using his correct username and password—but our swift attention to his problem not only made him very happy, it also helped to pave the way for a longer relationship, because the trust factor was enhanced.

Keeping customers means alleviating their pain and agony, and also addressing any suspicions they may have about their purchase—another potential pain point. If our Web site doesn't work properly, a new customer may be suspicious that he or she might have been scammed, or perhaps feel that they bought into a substandard program. That is precisely why my team and I react so quickly.

Prompt follow-up and problem resolution are important for all businesses, but it's especially true for Internet-based operations. Letting your online customers know that there are real people running the show, that there are real people looking out for their best interest, is a great way to build their trust and loyalty.

Address whatever pain points arise with your existing customers immediately, so they'll continue to do business with you. It's just good, solid customer service, and makes for good customer adhesion.

In addition to two-way communication with your customers, listen for *recurring* problems. Those recurrences are indicators that you're not easy to do business with in some way, shape, or form, and you'll want to fix that in order to keep your customers glued.

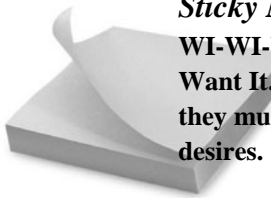
Back in my bike-business days, I realized that our operating hours were not conducive to serving our customers. While our

hours were typical for many specialty retail stores in the early '80s (no evening hours and closed Mondays), after hearing similar complaints about our accessibility, specifically in the after-work evening hours, I began to keep the store open two nights each week until 9:00 p.m. We also began opening the store on Mondays, which I have to tell you, was not a popular move with my staff or my competitors. But the results were amazing!

Anything your customer tells you that makes it difficult for him or her to do business with you is a pain point. Fix it. Don't ever view that sort of feedback simply as a complaint. Your customer is signaling you that he or she would like to continue doing business but is encountering some roadblocks.

The other reason that you should welcome this type of customer feedback is that, in many cases, it is often easier for customers to simply walk away and avoid confrontation. Fix your customers' pain points! Be easy to do business with! Your customers' only job is to get out their credit cards or write checks. Your job is to do everything else. You're in business to serve your customers.

### *Sticky Note:*



**WI-WI-WI: What I Want—When I Want It—Where I Want It. Profitable and growing businesses understand that they must address and cater to their customers' WI-WI-WI desires.**

## **Under-Promise and Over-Deliver**

One of the easiest ways to increase customer adhesion is to manage their expectations. Managing their expectations is a matter of under-promising and over-delivering.

No doubt you've experienced this as a consumer. I know I have. I buy from the same computer company all the time, and with every order, I'm told my new computer will arrive in 10 to 14 days. Without fail, every one of my orders has arrived in 5 to 7

days—half the time that I was told. I'm thrilled! I think, "Wow, what great service. It's faster than I thought." My expectations have been managed. They under-promised and over-delivered.

The same thing happens at some restaurants...well, at the successful ones anyway. You're told the wait will be 30 minutes, and you're seated in 15 minutes. You're very pleased. Your expectations have been managed.

As we've said, since poor customer service seems to be rampant in this day and age, it's pretty easy to make customers happy.

In my wildly popular business, No Hassle Newsletters ([www.NoHassleNewsletters.com](http://www.NoHassleNewsletters.com)), in addition to providing clients with my famous "Customer-Loving™ Content" and ready-to-use-newsletter templates, I also create custom mastheads for my clients who want to personalize their company newsletters. Customers are told that it will take 10 days to have the finished product to them and ready to use. Then we work very hard to get it to them in 5 to 7 days. Additionally, when prospects are learning about No Hassle Newsletters at my Web site, I tell them that in many cases it will take 6 to 9 months to see some positive results in their businesses from their monthly customer newsletter. But plenty of people see results sooner than that. If it happens sooner, I've managed their expectations. I've beaten what I've told them to expect and created a raving fan of newsletter marketing in general, and No Hassle Newsletters in particular.

One last example from my business: When a client e-mails us for support, the Web site sends an automatic reply e-mail letting them know that they can expect a reply within 24 hours. In most cases, my support staff replies within a few hours, if not sooner. Does this help to build trust and value, and build stronger customer relationships? You bet it does.












***Sticky Note:***

**If you don't believe this to be true, I suggest you try the opposite. Tell a customer you'll have his order ready in two days, and then deliver it in five!**

## Sticking Points:

Here's the recap of the important points to remember about developing and building strong customer relationships:

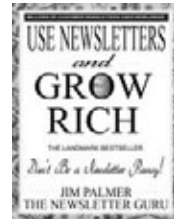
-  You can never go too far with customer service.
-  "Inspect what you expect." Test how your organization treats your customers and their impressions of your business.
-  Be easy to do business with. Get rid of any policies that create impediments to the majority of customers who want to do business with you.
-  Ninety-eight percent of your customers are not going to take advantage of you. They want to give you money.
-  Excise the phrase "That's company policy" (or any reference to terms and conditions) from your vocabulary.
-  Be accessible to your customers. Address complaints immediately and to the satisfaction of your customer.
-  Keep your eyes and ears open to find out your customers' pain points. Address them immediately.
-  Listen for recurring problems. Address them immediately.
-  Manage expectations: Under-promise and over-deliver to create happy customers.

## Something Else about Jim

Jim's first book: *The Magic of Newsletter Marketing—The Secret to More Profits and Customers for Life*



Jim's wildly popular special report: *Use Newsletters and Grow Rich, aka Don't Be a Newsletter Pansy!*  
Get your free copy of this report at [www.NewsletterPansyReport.com](http://www.NewsletterPansyReport.com).



Check out Jim's following companies and products:

No Hassle Newsletters – [www.NoHassleNewsletters.com](http://www.NoHassleNewsletters.com)

Newsletter Postcards – [www.NewsletterPostcards.com](http://www.NewsletterPostcards.com)

Jim's Entrepreneurial Success Kit – [www.JimsSuccessKit.com](http://www.JimsSuccessKit.com)

Newsletter Guru TV – [www.NewsletterGuru.TV](http://www.NewsletterGuru.TV)

Jim's Concierge Print and Mail on Demand Program – [www.NewsletterPrintService.com](http://www.NewsletterPrintService.com)

The Newsletter Guru's StandOUT E-zines

[www.TheNewsletterGuru.com/ezines](http://www.TheNewsletterGuru.com/ezines)

Interested in hiring or learning more about Jim? Visit [www.TheNewsletterGuru.com](http://www.TheNewsletterGuru.com)

## About the Author

Jim Palmer is an entrepreneur, author, speaker, and coach to other entrepreneurs. Jim is the founder and president of Custom Newsletters, Inc. and is known internationally as The Newsletter Guru. For many entrepreneurs and business owners, he is the go-to resource for smart, effective strategies for maximizing customer relationships.



His companies and solutions include No Hassle Newsletters, Newsletter Postcards, The Newsletter Guru's Concierge Print and Mail on Demand Service, The Newsletter Guru's Entrepreneurial Success Kit, and Super Affiliate Pages.

Jim has been writing and designing newsletters for nearly thirty years for clients in just about every industry.

Several years ago, one of his clients was so over-the-top happy with his newsletter and the results that he telephoned Jim and said, "Jim, you are truly a newsletter guru!" Jim took it as a great compliment and has been using it in his marketing ever since.

Jim is a cancer survivor, has been married for thirty years, and has four grown children. He lives in Chester County, Pennsylvania with his wife, Stephanie, and their cat, Linus. Jim and Stephanie love to kayak, travel, and spend time with their family.

For more resources and information on Jim, his blog, and his companies, visit [www.TheNewsletterGuru.com](http://www.TheNewsletterGuru.com).

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2. I'm also going to share a video with you where I reveal an incredibly powerful business growth strategy that a highly successful mentor once shared with me. This strategy, The Power of Zero, has helped me more than double the size of my business in less than two years.
3. You'll also receive the first two chapters to my hit book, *The Magic of Newsletter Marketing*.

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If you're like me, you're always searching for "the edge" – that little something extra that will help propel your business forward at a more rapid rate. That is why I created my entrepreneurs success kit! This is a fast-start approach to getting some valuable information that can help your business. And the best part is, it's only \$27! Check it out today!

# JIM PALMER'S



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[www.JimsSuccessKit.com](http://www.JimsSuccessKit.com)



Discover proven “over-the-top” strategies and techniques to take you and your business to an entirely new level of success and profitability. Read this book with an open mind and you’ll find the ideas and wisdom you need to truly transform your business.

“Yes! Finally! An easy-to-read, easier-to-apply handbook on keeping your clients around for the long haul! Jim’s done it! You can throw money at list-building, Web site traffic, lead generation, and mass-marketing all day long, but unless you can make that client relationship “sticky,” you are burning money! The visual of “retention” as the plug in your leaky bucket is priceless and valid for any business model.”

- **Carrie Wilkerson**,  
The Barefoot Executive™  
[www.BarefootExecutive.TV](http://www.BarefootExecutive.TV)

“As the world of marketing and business continues to accelerate at a dizzying rate with more technology, more must-have gadgets, and more newfangled things you “must be doing,” Jim Palmer takes an appropriate pause and gives the reader a look at what truly helps build a sustainable business - strong customer retention strategies. Kudos to Jim for focusing on the importance of creating a strong marketing foundation by making your customers *Stick Like Glue*.”

- **Mike Capuzzi**  
[www.MikeCapuzzi.com](http://www.MikeCapuzzi.com)

“Too many business people think of getting a customer as a one-time event. Instead, Jim Palmer describes how to turn that one-time event into a series of transactions for many years to come. Jim’s book reveals the single, most important marketing tool any of my members use.”

- **Robert Skrob**, President  
Information Marketing Association  
[www.Info-Marketing.org](http://www.Info-Marketing.org)

“STOP SELLING! If you have at least one customer, I guarantee you that Jim’s advice will earn you dozens of times more money than what you invest in this book...before you even get to chapter five! Stop looking for your next new customer, and let Jim open your eyes to the gold right under your nose.”

- **Charlie McDermott**, GKIC Marketer of the Year  
Speaker, Author, Creator of Snap2Video  
[www.StandOut.TV](http://www.StandOut.TV)



## JIM PALMER – *The Newsletter Guru*

*Jim Palmer is an entrepreneur, author, speaker, and coach to other entrepreneurs. Known internationally as The Newsletter Guru, he is the go-to resource for smart, effective strategies for maximizing the profitability of customer relationships.*

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