



## *Congratulations! You've made a sale.*

Time to break out the champagne? Mmmmm... well, not quite.



One of the most critical 'after-sale' mistakes you can make is to assume your job is done.

### **What you do AFTER the sale is just as important as what you do BEFORE**

So, how can you get the most out of the sale you just made?

Your customers are your friends... okay, maybe not exactly, but this is what I mean:

#### **Friendships take work before, during, and AFTER you become friends**

✓ **Email your clients on a regular basis.** Automate your follow-up sequence for ease and convenience

✓ **Send your clients a printed, monthly offline newsletter**

✓ **Ask your clients how the product or service they purchased from you is working out.** Most of your clients will be eager to discuss their experience or they may have questions

✓ **Don't bombard your clients with sales**

**information and promotion.** Hard selling may turn some people off.

A better option is to offer helpful information, such as articles about your products and services, 'how to' videos, tutorials on products, or case studies about how your products have helped others. This little personality upgrade will help you nurture your client relationships

Treated right, your existing customers are more likely to send you other customers.

Referrals are the lifeline of your business! To build that kind of security, you have to build post-sale relationships.

#### **How to "stay friends," Even After the Sale**

Think about how you treat your friends.

Keep an email list of your customers so you can send newsletters with your business's latest news and promotions to keep them in the loop. You can make things personal even by sending a mass email!

Answer all questions and respond to comments quickly!

Staying on top of your social media, emails, and site comments is one of the easiest ways to continue the relationship post-sale.

**TIP:** If you're getting a lot of comments and questions, consider hiring someone to manage your social media.

#### **Show gratitude. Remember those two magic phrases Mama taught us? Please and THANK YOU.**

Make sure to send a "thank you" when you receive notification of a sale. Hand written notes are very effective. They add that personal touch you don't often see these days.

#### **Don't ever assume your marketing ends once the sale had been made**

To create success with longevity for your business, work on creating relationships with longevity.

After your next sale, follow these tips and you'll begin to see a spike in sales and return clients. Happy clients mean more client referrals.



## The Power Of A Smile

Both of my children have contagious smiles. You can't look at them without smiling. They often get teased about their smiles, but that's okay, in fact...

... I LOVE IT!

If you think a smile doesn't play a big role in your life, check this out...

In 2010, a Wayne St. Univ. research project examined baseball cards photos of Major League players in 1952. The study found that players who didn't smile in their pictures

lived an average of only 72.9 years, while players with beaming smiles lived an average of 79.9 years.

We're part of a naturally smiling species. We use our smiling powers to positively impact almost every social situation.

- 😊 **We're born smiling.** 3-D ultrasound technology now shows that developing babies appear to smile even in the womb. After birth, babies continue to smile
- 😊 **Smiling is a universal means of communicating.** More than 30% of us smile more than 20 times a day and less than 14% of us smile less than 5 times a day
- 😊 **We can hardly avoid smiling when we see one, even from strangers.** Smiling stimulates our brain's reward mechanisms in a way

that even chocolate, a well-regarded pleasure-inducer, cannot match.

- 😊 **Smiling can make you healthier.** It has documented therapeutic effects, associated with: reduced stress hormone levels (like cortisol, adrenaline, and dopamine), increased health and mood enhancing hormone levels (like endorphins), and lowered blood pressure...
- 😊 **If that's not enough, smiling also makes us look good in the eyes of others.** A recent Penn St. Univ. study confirmed when we smile we not only appear more likable and courteous, but we're actually perceived to be more competent.

**Live longer, keep smiling!!**



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**Are You Stuck Behind The 8-ball?** Are you frustrated... overwhelmed... or need help with a copywriting project? Need a 'fresh set of eyes' to make your marketing process run smoother or be more productive? If so, email me at: **[RodHarter@me.com](mailto:RodHarter@me.com)** and let's talk about it.

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# “Is Your Marketing Process

...*There's An Easy Way To “Juice Up”*



If you're from my generation, you probably recall the 1969 classic movie, *Midnight Cowboy*. The title song by Harry Nilsson opens with...

**“...Everybody's talkin' at me. ... I don't hear a word they're sayin'...”**

Profound lyrics, for sure...

That's exactly what your reader says when your copy bores them or misses their 'sweet spot.'

Unless your copy immediately grabs your reader by the throat, there's a good chance they're going to **tune you out faster than a speeding bullet.**

Consumers are also sick and tired of over hyped promises.

Never at any point in our history has there been so many ways for consumers to get their information. You can't bore them for even a split second.

Great copywriters know the fastest way to bond with their reader is to be “real.”

So, the big question you have to ask yourself is...

**“... Are You Real?”  
“Are You Authentic?”**

... *You may think you are, but do your prospects and clients feel that way?*

Your audience is judging you from the 'get-go.' The moment they land on your website... or read the first few sentences of your letter, or your emails... or listen to your podcast and videos... they're deciding if you're the real deal.

**You're on the clock  
the second your prospects  
hear from you**

Consumers are intuitive. They're always on guard for that pesky sales pitch that invades their space while they're busy trying to live their lives.

The way you talk to your prospects is either going to make them feel 'connected' to you, and want to invite you into their world -- or instantly slam the door shut in your face.

**Your reader MUST  
know they can trust you  
like a friend**

**Here's what I mean:** The next time you talk to a close friend or someone you trust, notice how they talk to you. Pay attention to the words they use.

You'll hear them say things like... **give away the farm... the blind leading the blind... the luck of the draw... money doesn't grow on trees...** and hundreds more phrases like that.

You're almost guaranteed to hear these phrases in every informal conversation you have with someone you “connect” with.

**Those everyday terms  
are the SECRET that 'pull  
people in' and hypnotically  
connect them to what  
you're saying**

When we hear this kind of informal communication, it triggers **a sense of connection**, a sense of **familiarity in our minds.**

We assume the person talking to us shares the same basic understanding as we do.

When you speak to your reader using the right terms and phrases your words tell their brain...

**“Hey, this guy thinks like me.  
He must be a friend.”**

When your copy (or audio or video script) resonates with your

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# Scaring People To Death?"

*Every Line Of Copy You Write... Just Be "Real."*

reader at a grassroots level, and you'll be lightyears ahead of your competition.

✓ Your reader will want to know about everything you have to say.....

✓ Your reader will be engaged and entertained reading your message, feeling a 'sense of connection' with you...

The jury is always out until you prove beyond any reasonable doubt that **YOU ARE** the "real deal" and **YOU ARE** somebody they **KNOW** they can trust...

... The way you talk to your audience is more powerful than you **EVER** imagined

The secret to writing better ads, letters, emails, postcards, websites, and scripts, is to tap into the powerful world of colloquial words, phrases and speech.

Study any of your favorite copywriting masters, and you'll find their copy to be full of colloquial expressions and clichés, peppered throughout their copy. Not just one or two per page, but fully charged throughout their copy.

**STAY TUNED:** There's so much more to share with you about the power of your words...

**"...Guess What ...  
I've Been Quietly  
Working On For  
You..."**



An amazing a 'quick reference' eBook of 2,397 colloquial words, phrases, and expressions to help you 'bond like glue' with your reader. From now on, you'll have **F-A-S-T**, fingertip access to this amazing guide from your desktop... smartphone... or tablet.

- ✓ **Think of this invaluable ebook as your magic kit.** Draw more quality traffic to your websites and squeeze pages...
- ✓ **Get waaaaaaay more prospects to read your copy and respond to your 'calls-to-action'...**
- ✓ **Convert more prospects into long-term buyers -- even if you're a beginner at writing copy...**
- ✓ **Start saying more -- MUCH MORE -- with far fewer words...**
- ✓ **Write fresher, more-engaging scripts for your videos, audios, and podcasts.....**
- ✓ **Browse through the list at your leisure.** Expand your repertoire. With this ebook at your side, you'll be able to go straight to the words and phrases that suit your needs...

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