

The Internet Is a Cold and Distant Place -- Warming Up Your Customer's Perspective of You, Part 1

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One of the easiest to implement yet most overlooked ways to get people to warm up to you and feel like you value them and want to help them is to ask them simple questions.

Everybody's favorite subject is himself or herself so why not show some interest?

Ask questions and do things that require some sort of interaction from your readers. It doesn't really matter what you ask. You can ask questions that are completely unrelated to what your newsletter is about so long as you get people to respond.

When you get them used to doing things you ask them to do, no matter what it is, it's easy for them to keep doing things you ask them to do like buy the products you recommend.

The more you can get your readers to communicate with you, the more they will feel like they know and can trust you.

A relationship (as far as an online newsletter or email course goes) is nothing more than two people (you and each individual subscriber) knowing what their place is in relation to each other.

You are the provider of helpful information and someone who wants to help your reader succeed at something. You must get that across.

Your reader is someone who will learn to trust your advice and listen to your recommendations because you have built up a history of doing things that seem to benefit them more than they seem to benefit you. That doesn't necessarily have to be true, as long as it seems like it's the truth to your readers.

Remember, perception (or what people believe) is the only truth that really matters as far as they're concerned. The Internet is a cold and distant place.

That's actually to your advantage because if you can consistently get across to your readers that you are a real person with real concerns (just like them) and you know what it's like for them to be in the situation they're in because you've been there, you won't have any trouble getting people to warm up to you.

People in general tend to like others who look out for them because people (again, in general) think about themselves first. If it seems like another person is looking out for them first then that person will automatically take a high position in their eyes.

In other words, when you're writing, not every link in it has to be an affiliate link for a product you'll get paid from.

Understand this: Your readers are buying products and services all the time that aren't putting money in your pockets so it doesn't hurt you at all to tell them about a product or service that you won't make money from.

This sets you up to make money when you do have something to recommend that will put a commission check in your pocket.

To set yourself up to make money you have to give, give, give and then give some more. Now it's important to note that you don't have to give everything away.

Giving (as I'm using the term) means to give of yourself. Share stories with your readers, point them to helpful resources and let them know about things they probably haven't found on their own.

In other words, offer your guidance. That's what they signed up to your mailing list for. Not for a bunch of ads they can find on their own.

Ron Barrett writes about, and teaches newbies how to become successful with Information Marketing. Find out more about him and the information he shares at his blog, Ron-Barrett.com.

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