

PowerLines

The Ultimate Consultant Business Report



MEIK'S COLUMN

A word from Executive Director
Meik Bartoschek, CPC CPMC

Fellow Consultants:

Welcome to this edition of **PowerLines**. I've just returned from a three week training bootcamp in Tunisia (North-Africa). I worked with 43 customer service managers who will be working in vacation resorts from Thailand to the Cape Verde Isles to ensure high levels of customer satisfaction. One of the main topics during this seminar event was the importance of satisfied customers to generate a fair amount of referral business and repeat visits (actually the company I train for generates a customer retention and repeat buyers rate of over 87%). This experience triggered the idea to write a two-part series about the value of testimonials which starts in this issue.

I would also like to remind you to visit our IGPC Member Referral Affiliate Program at: www.igpc.cc Please keep in mind: This program is a **FREE** service to all members of IGPC that will help you:

- promote IGPC through your very own affiliate website and by doing that

- generate a residual stream of income that can pay for your membership dues and more ...

This exclusive program is available only to active IGPC Members and we have worked hard to make it user-friendly and as easy to promote as possible. You'll find:

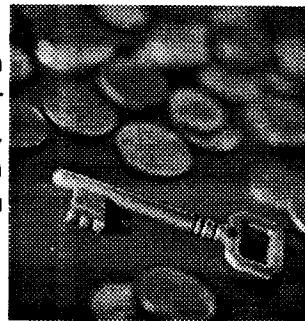
- **NO** confusing terms!
- **NO** complicated set-ups!
- **NO** irritating banner ads!
- **NO** monetary investment on your part!

Every new member signing-up for membership and referred through your website we will give you a 25% commission!

Remember, there is no limitation on **HOW MUCH YOU CAN EARN!** Make \$10, \$50, \$100, \$1000 or more, it's totally up to you! Even if you don't want to invest in anything, invest a few minutes of your time to check-out this program at: www.igpc.cc

For our next month issue, I can promise you a real treat. Your fellow IGPC Member, Larry Ray, Dispute Resolution Specialist from Washington, D.C. has written a special report on "Mediation".

Make sure you don't miss it! ♣



PART 1 OF 2

Let 'em tell how good you are —

The Power of Testimonials

by Meik Bartoschek, CPC, CPMC

Do you still remember the old TV commercial about the woman telling two friends, who tell two friends, who tell two friends, who tell two friends, who tell two friends.

In the old days, this type of "word-of-mouth" advertising took a while to permeate, to sink in. New technologies, cell-phones, pagers, email and the Internet have significantly increased the speed in which information is being transferred. The power of "word-of-mouth" advertising has changed. We are now looking at the power of "word-of-mouth-email-voicemail-cgi-based-pop-up-window" advertising.

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