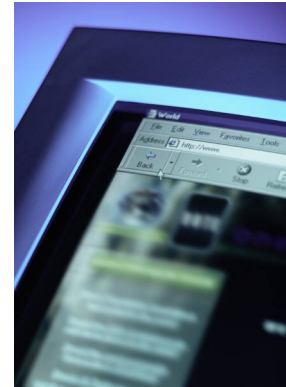



A Reason to Return: Repeat Website Customers Boost Profits – by Merra Lee Moffit



How do you keep people coming back to your website? Stay in touch! The trick is to create a message that interests them, is relevant to them, and convenient for them. The rewards to you are plenty!

Staying in touch with what is relevant requires attention to detail. Provide both a link to your website along with your tag line and reminder of what you can do for them in every email whenever you correspond. To ensure that a newsletter gets read, make sure it has educational or entertaining articles in it, not just sales lures. Make sure your newsletter has a call to action and links back to your website. When someone fills out your website contact form, provide a well written, yet personal thank you with your signature block. Provide invitations to call, buy, or visit with new offers on a regular basis. Most important, update your website regularly so they have something new to see. The savviest of businesses estimate the time when the product will be consumed and send a coupon at that time. What if your product is not consumable? Send a “tell-a-friend” coupon at the time when the customer is most likely thrilled and talking about your  product.



Why focus on returning customers? Profits. Your profit per customer increases with each repeat sale. The cost of corresponding to a customer is many times less than advertising to thousands hoping to get a new customer. A satisfied customer is very likely to buy again, increasing the probability of future profits. In addition to being personally addressed, newsletters and emails are quick to create so they can speed sales and improve inventory turns - another measure toward profits.

After founding and building a highly successful and profitable corporation, a personal tragedy caused Moffit to rethink her career. She decided she wanted to work with REAL people like her solving real small business issues – small business owners in business to build personal wealth and family financial security because they want control over their lives and the product/service they deliver! Her business, Capture Profits, 2 Meridian Blvd., Wyomissing, PA, was born. You can contact her at 610-488-7353 or visit her website at www.captureprofits.com.