

abundance
freedom
confidence
assurance
wealth
energy
create inspire



EMERGING · WISDOM · ENTERPRISES

September 2005

Monthly Tips E-Zine! How Do You Like This Brave New Look?

This is an example of the wonderful work of **Bevin Stephenson** of the **Web Creation Team**. She's a dream to work with and I love her professional designs and superior, conscientious service. See below for more info on how to get involved creating your own personal web presence with Bevin's and the Web Creation Team's help!

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Sales Tip Of The Month

Following-up After the Sale

Building upon last months tip: Last month we discussed *Closing the Deal*. This month we'll discuss *Follow Up After The Sale*.

Most business people have some idea of what to do after they have made a sale to ensure that their customer is more than satisfied. Here are some things you can do to keep your customers happy, in the loop, referring you to others and loving your service!

- Send a **"Thank-You"** card through the mail. That's right! A hand-written, pretty card that shows you care and reminds your client how much you enjoyed working with them. People throw away birthday cards after a while, but thank-you cards can stay on their desk or mantle for months. Friends come by, pick up your nice card, comment about it AND there you are being discussed in a positive way again.
- **Show after sale support by offering to answer short questions by Email.** The cool thing about this is that you can save up your answers and then use them as Article content later or as helpful tips for your e-zine.
- **Send them a complimentary copy of your E-Zine or News Letter** with an invitation to join the club and get useful tips or news every month.
- **Make sure they are included** in any announcements of your new services, specials, TeleClasses or Workshops.

There you have a few, easy-to-start-doing, ideas for building loyalty with your customers – these are things they will appreciate, remember and tell others about.

Stay tuned for next month when I'll introduce a new fun idea that **you can be a part of too...** "Dear Anna" letters that highlight questions I get from clients like you about making the sale!



Anna Canary

· : Training : ·
· : Writing : ·
· : Coaching : ·

A Recent Happy Client Tells Us...

Anna, all of your sales ideas have been so beneficial.

You are clear, concise, use great examples and provide honest feedback. An amazing resource and I'm grateful!

You've made simple and clear what for me, has been the hardest part of getting my business "out there" - selling my services to the right clients!

I knew what I had to offer was great I just didn't know

just didn't know
how to interest
potential clients.
Now I do. Thanks!
**Melissa Ford Taylor
Black,**
Personal Growth
Programs
Option Method Network

“*Dear Anna*” letters that highlight questions I get from clients like you about making the sale!

Website Creation Tip

Creating your first website can seem like such a daunting task. Sometimes it feels easier to just forget about it. The problem is this – a part of you knows you need to have a web presence nowadays. Especially if you want to tap into a world market. Soooooo.....

- Who do you call to get a domain name?
- Where does it park itself on the Internet?
- What kind of design will be perfect for my business?
- AND what the heck do I write on it?

Why not make it easier on yourself. Join our complimentary teleclass and learn more about what you need to do to get a website going. Sure it will cost something – after all it is truly an amazing creation – a web presence that is carefully put into place piece by piece. It can be done in affordable ways – our Web Creation Team is determined to show you how.

[Get Your Website Up and Running...Free TeleClass On How!](#)

Make it Easy – Allow Us To Design, Write And Host Your New Site!

Imagine how excited and happy you will be when it is ready to launch!

[Send Me A Website Creation Estimate Today!](#)

TeleLeader Tip Of The Month

Dealing With Awkward Silences In Your TeleClasses

Oh yes, the bane of blossoming TeleLeaders - the pregnant pauses, the awkward silences that can occur as participants join the line or after you ask a challenging question. Here are some ways to end the worry and ease the feelings that you get when – there's **silence on the line!!!**

- ✓ When you are greeting people joining the line and waiting for others to arrive, **ask where people are from** and make a comment if their city is familiar in some way. This not only acknowledges them it helps the group to bond when they hear little tidbits about the international audience they are sharing an hour with.
- ✓ Once a few have arrived and there comes a lull while waiting for others, ask everyone to think about a question you are going to ask them later. For instance: ***“While we are waiting for others to join the line, I'd like you to think about what prompted you to join this call and what challenges you hadxxx. I'll be asking this question shortly.”***
- ✓ If you ask a good challenging question, you must realize that people not only have to take a few seconds to process the question, they also need to process their good answer too. So, **relax and allow a moment of reflection** to occur. Some people take longer than others to answer questions and it can seem an excruciatingly long time! What I do is pretend I am on tranquilizers for a minute....haa haa it's true!

So, relax.....zzzz....Have yourself a Zen moment and allow your clients the time to come back with a well thought out answer. They will appreciate having time to ponder and will reward you with just the information you were looking for in the first place.

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**Hurry! Starting Soon...**

***Join A Series – Learn With Your Peers!***

**TeleClass Creation Series for New TeleLeaders:**

Create your Title, Description, Script, and After-Class Notes in 3 confidence-building sessions.

*(Ideally you will have taken some formal TeleLeader Training first)*

**[Register Here to Save \\$25 US!](#)**

**October 13, 20, 27 @ 2pm EST – One Hour per session**  
*(Regular fee is \$109.00 US)*

**4 Session Sales Series:**

Take Control, Ask the Right Questions, Set the Stage to Get Hired Faster and Easier

**[Register With This Special Link and Save \\$25 US!](#)**

**October 18, 20, 25, 27 at 4pm ET – One hour per session.**  
*(Regular fee is \$129.00 US)*

***A Fast, Affordable - One Hour Intensive***

**The Art Of Questioning:**

Ask The Right Questions, Close Sales Faster And Identify Your Ideal Clients

**[Register with this link! Art of Questioning.](#)**

**Thursday, October 6th – at 4pm EST – One Hour Session**

***TeleClasses – On The House!***

- ✓ How To Create **Captivating Titles And Headlines**
- ✓ How To Answer The Question: **“So. What Do You Do?”**
- ✓ **Get Your New Website Up and Running:** Discover The 5 Biggest Challenges That Can Slow You Down And How To Conquer Them Fast!

**[Anna's Upcoming TeleClasses - Dates and Times](#)**

Many of you already know that a lot of good learning happens in my TeleClasses.  
That's the way I like to work...in a results-oriented way!

Before I bid adieu for another month, here is an article for coaches and consultants:

**["I give free consultations ... So, why don't they hire me??"](#)**

***Have A Great Month – Building Your Wonderful Business!***

Until next month...



*A. Canary*



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