

2 Cool Ways Einstein Makes You Money

Contributed by Kim Duke
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I have a confession to make. A little secret that most people don't know about me is that I'm an amateur science geek.

Yep. Over the years I've developed a fascination with black holes, quarks, the string theory, quantum physics...the works! (I can hear you laughing - you're thinking "One too many Star Trek episodes hey Diva??")

{bot_wrgoogle} The mountain of books by my bed includes everything from Stephen Hawking to the wonderful book called "The Elegant Universe". My 11 year old cutie pie niece saw a magnet of Einstein on my fridge and asked me:

"Auntie - what did Einstein invent?"

I replied: "The theory of relativity" Blank stare. Then I said "Hmmm - he invented a new way of looking at time. Time is different for everyone." Blank stare.

Then I cheated and told her how Einstein described it:

"When a man sits with a pretty girl for an hour, it seems like a minute. But let him sit on a hot stove for a minute - and it's longer than any hour. That's relativity."

I saw the light bulb go on over my niece's head.

She replied with big eyes "Auntie -It's like the difference between doing homework and playing Rock Band!! Home work seems to take forever and Rock Band flies by!"

You got it cupcake! (and looks like I'm not the only science geek in the family)

2 Cool Ways Einstein Applies To Your Customers?

The first cool way?

Over the years - I've spoken extensively about how thank you cards are under-used by most entrepreneurs and sales people.

Inevitably someone will ask me "OK Kim, I'm guilty!! There's someone I should have sent a thank you card to...but it's been 3 months! I feel terrible. Is it too late?"

This is why you have to love Einstein. The answer is "It's never too late to send a thank you card!"

Why? Because for you and your guilty conscience - 3 months feels like a long time. You've had that monkey on your back for awhile.

For your customer? They're worried about their own stuff, so it doesn't seem like such a long time since they've heard from you.

SEND THE CARD.

The second cool way?

Advertising.

I used this all the time with my national television advertising clients. In fact it was a method for me to show customers how to keep their budget and marketing plan but to ALSO be able to reach a new and larger audience.

How did I do it?

Alternating weeks and days. The reader/listener/viewer doesn't need your message blasted at them every day - or even every week. Time flies for those people. So you can drop some of your advertising dollars spent in TV/radio and print etc and use an alternating week or day rotation instead.

You still have consistency. You still have exposure. And you've spent half the money.

See - Einstein and I aren't so crazy NOW are we?

I Double Diva Dare You To Apply Relativity To Your Biz This Week.

So there.

Love from your bossy Sales Diva,

Kim

Kim Duke, The Sales Diva, provides savvy, sassy sales training for women small biz owners and entrepreneurs. Kim works with clients internationally, showing them The Sales Diva secrets to success! Sign up for her saucy and smart FREE e-zine and receive her FREE Bonus Report "The 5 Biggest Sales Mistakes Women Make" at <http://www.salesdivas.com>

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