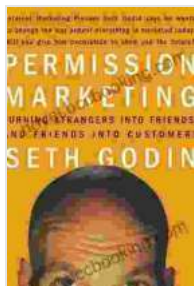


# Turning Strangers Into Friends And Friends Into Customers

People do business with those they know, like, and trust. So if you want to build a successful business, you need to learn how to turn strangers into friends and friends into customers.



## Permission Marketing: Turning Strangers Into Friends And Friends Into Customers by Seth Godin

★★★★☆ 4.4 out of 5

Language : English  
File size : 392 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 256 pages



This book will teach you how to:

- Connect with people on a personal level
- Build trust and rapport
- Create a loyal customer base

Whether you're a small business owner, a salesperson, or a marketer, this book will help you take your relationships to the next level. When you learn

how to turn strangers into friends and friends into customers, you'll unlock the door to success.

## **Chapter 1: The Importance of Relationships**

In today's competitive business environment, it's more important than ever to build strong relationships with your customers. Customers who feel connected to your brand are more likely to be loyal and to recommend your products or services to others.

There are many benefits to building strong customer relationships, including:

- Increased customer loyalty
- More repeat business
- Positive word-of-mouth
- Higher customer satisfaction
- Improved customer retention

If you want to build a successful business, you need to make building relationships a priority. When you invest in your relationships with customers, you're investing in the future of your business.

## **Chapter 2: Building Relationships with Strangers**

The first step to turning strangers into friends is to build relationships with them. This can be done through a variety of channels, including:

- Networking

- Social media
- Content marketing
- Email marketing
- Attend industry events
- Volunteer your time

The key to building relationships with strangers is to be genuine and authentic. People can tell when you're trying to sell them something, so don't be pushy or salesy. Instead, focus on getting to know the other person and building a connection.

Once you've built a relationship with a stranger, you can start to turn them into a customer. This can be done by providing them with valuable information, offering them discounts or promotions, or simply being there for them when they need help.

### **Chapter 3: Turning Friends Into Customers**

Once you've turned a stranger into a friend, the next step is to turn them into a customer. This can be done by:

- Offering them a great product or service
- Providing excellent customer service
- Building trust and rapport
- Making it easy for them to do business with you

When you turn a friend into a customer, you're not just making a sale. You're also building a long-term relationship that can benefit both of you for years to come.

## **Chapter 4: Building Lasting Relationships**

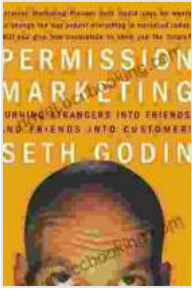
The key to building lasting relationships is to be consistent and reliable. Always be there for your customers when they need you, and always go the extra mile to make them happy. When you build lasting relationships with your customers, they'll be more likely to do business with you again and again.

Here are a few tips for building lasting relationships with your customers:

- Be genuine and authentic
- Build trust and rapport
- Always be there for your customers
- Go the extra mile to make them happy
- Be consistent and reliable

When you build lasting relationships with your customers, you're not just creating a customer base. You're also creating a community of loyal supporters who will be there for you for years to come.

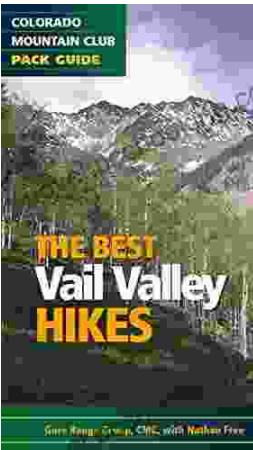
This book is your ultimate guide to turning strangers into friends and friends into customers. When you follow the tips in this book, you'll be well on your way to building a successful business that's based on strong relationships.



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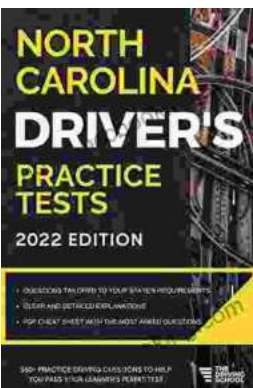
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