

CHRISTIANS IN BUSINESS

Bright Ideas: We Want You Back

Bright ideas to help you boost your business profits

Shaun Maddox

Special to The Answer

It is a fact that it costs more to obtain a new customer than it does to keep a current one. If this is the case, then why are so many businesses neglecting to take care of the customers they already have? I have a friend who was experiencing problems with his cell phone provider. (I won't mention the name of the company but let's just say they reminded him of an insect.)

Anyway, no matter how hard he tried he couldn't get any good service from them. Not only would not they fix the issue, they also refused to compensate him for his troubles. He told me about his problems with this company and mentioned his plans to switch to

another provider. A week later he took the leap and actually cancelled his service and moved on to another company and since then has been pretty satisfied.

What really got my attention was when he called me several weeks later and told me that his previous provider had sent him a postcard with the words printed on it: "WE WANT YOU BACK."

The postcard stated that the company was willing to waive any fees if he signed back up with them. They also offered him a discount. When he told me this, I couldn't help but shake my head because this company was now willing to bend over backwards and spend money to regain my friend's business when the truth is they already had it.

The other company didn't just lose a customer; they lost all the future business my friend was worth as well as all of the people he might have referred to the company.

The lesson here for any business owner is to never throw away dollars just so you can save pennies. There is nothing wrong with investing money to obtain new customers, just make sure you are doing all you can to keep the ones you have already paid for.

Want to learn more bright ideas to boost your business profits? Send me an email TODAY to boostbusinessprofits@getmoreinfo.net in order to receive some great FREE resources to help you increase your clients and make your business more profitable.

Holiday Pastries

By Chef Donté

Special to The Answer
SWEET POTATO PIE

- 1/2 pound cooked sweet potato
- 1/2 pound canned pumpkin
- 1/2 pound butter, room temp.
- 1 cup sugar
- 2 eggs
- 1/2 cup whole milk
- 1 teaspoon ground ginger
- 1 teaspoon ground cinnamon
- 1/2 teaspoon ground nutmeg
- 1 teaspoon vanilla extract
- 1 (9inch) unbaked pie crust

Preheat oven to 350 degrees.

Boil sweet potato whole in skin for 40 to 50 minutes, or until done. Run cold water over them and remove skin. Mash sweet potatoes together with the canned pumpkin in a bowl. Add butter, and blend well in mixer. Add in sugar, milk, eggs, nutmeg, cinnamon, nutmeg, ginger, and vanilla



Chef Donté Johnson

extract. Pour filling into the unbaked pie crust. Bake at 350 degrees F for 45 to 55 minutes, or until knife inserted in center comes out clean. The pie will puff as it bakes, but will level out as it cools. Serves 8-10.

Cheaper is not always better

By Frantwan Le Blanc,

Your Trusted Insurance Advisor

Special to The Answer

Last month we discussed five key things that you wanted to be aware of when you are shopping for life insurance. At this time I want to talk to you about your money, specifically, keeping more of your money.

Let's start with auto insurance. Some people erroneously believe that you should buy the "cheapest" auto insurance you can find, without paying attention to the "amount" of insurance or the coverage exclusions.

Trying to be "cheap" can cost you big in the long run. For example, if someone buys the minimum liability insurance on their car and if/when they get in an at-fault car accident, the insurance company will pay what you bought and no more.

What if the accident resulted in \$100,000 in damages but your coverage is only for the \$15,000? Who will be responsible to pay the \$85,000 difference? I'll give you a hint—look in the mirror.

Yes, if you were at fault the insurance company will pay only what they're obligated to do by contract. Don't forget you SIGNED the application when you bought the insurance. Of course you can sue the company if they don't pay or you feel you were wronged by them, but you will need an attorney and yes, chances are the attorney will want money upfront, AKA, a "retainer" for their services.

Yes, buying "cheap", without a good understanding of what you're buying can cost you big money; don't cheat yourself.

Next time, I'll cover other things you need to be aware of to "keep your money."

Black Gospel

(Continued from Page 10)

humbled to have penned twelve (13) outstanding plays to date.

The Theatre strives to meet the artistic and cultural needs of the community by creating plays and other performances that provide entertainment, education, and awareness which promote moral values, **cultural and ethnic diversity**, and access to legitimate theatre for under-served audiences. The Theatre has produced twenty performances since 1991, including two dinner shows at a major hotel.

Next performance is one of intrigue and betrayal... laced with:

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Saturday, November 28

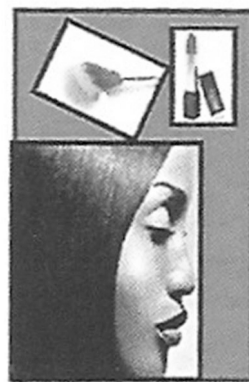
3:30 pm and 7:45 pm

Sunday, Nov. 29, 3:30 pm

Tickets purchased in advance: \$22. At the door \$25. Groups of 10: \$20 each.

Call 702-581vbgt or visit lasvegasblackgospeltheatre.com

"The LORD gave the Word, great was the company of those who published it" — Psalms 68:11



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