

# THE SWEENEY TICKET

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## The Phenomenal Power of Customers



At face value, the power of one customer seems rather insignificant. After all, one customer making a single transaction certainly will not make

the difference between the success and failure of a small business. On the other hand, can one transaction truly make a difference?

**The Success Factor** – When a customer is pleased with the outcome of a business transaction, that same customer will repeat his or her buying experience. Whether the transaction was personal or business, the importance is having the event repeated, not just a second time, but time and time again over a period of years.

## There's No Such Thing as Push Button Marketing Seminar Scheduled for June 12



Because of the advances in technology, instant gratification appears to be the theme. The same theory holds true when it comes to marketing. There's an expectation of immediate results with every social media post or advertising campaign.

However, there's more to successful marketing than just "pushing a button." Small business owners and nonprofit executives looking for proven methods in developing accomplished long-term marketing goal & strategies are encouraged to attend this seminar.

**Long Term Success ≠ Push Button Marketing**  
Wednesday, June 12, 2019 from 9:00 - 11:30 am  
Chemung County Chamber of Commerce  
400 East Church Street, Elmira, New York  
\$50.00 per person or \$45.00 per person (2 or more attendees)

Registration available at [www.sweenenterprises.com](http://www.sweenenterprises.com).

## Preserving Those VHS Tape Memories

You can never go back in time. However, saving those memories from your family VHS videotapes can now come back to life. For the past year *Sweeney Enterprises LLC* has converted several VHS tapes either into DVDs or USB flash drives. Customers appear to be very enthusiastic about this new service.

*"Our wedding videos are now captured in a much more reliable AND convenient form, and to know that our memories are safe is a HUGE relief. I'm just glad the tapes done 27 years ago were still in good shape. I would certainly recommend this service to anyone that has video (VHS) tapes with important content on them. What peace of mind!" – Chris Goll, Campbell, NY*

Email [dsweeney@sweenenterprises.com](mailto:dsweeney@sweenenterprises.com) for more information on how the video on your VHS tapes can be converted to a DVD or USB flash drive.

**The Failure Factor** – The opposite of success, of course, is failure. The best scenario for a business is when one satisfied customer produces an untold amount of revenue for a business through actual sales and positive comments and referrals. Dissatisfied customers, however, do the exact opposite.

Although bad internet reviews can be a disaster for any business, dissatisfied customers do not have to post negative online reviews to damage the future revenue of a business. The act of not repeating a sales transaction and making casual negative comments to personal and business acquaintances alone can be damaging to any business.

**The Phenomenal Power of One** – So, the power of one customer can be staggering. One customer in and of itself will most likely not be the deciding factor between success and failure of a business. The compound effect, both in positive or negative terms over a period of months and years, can have a profound effect on the long-term profit and, potentially, the viability of a company.

The phenomenal power of customers is not to have only one transaction with a customer. The goal is to create customers for life!

# Converting Audio Cassettes to Digital MP3 Files – New Service Now Available



Remember the days when we used cassette recorders to record our children's recitals or the presentation or speech where you didn't want to miss a word?

As it seems with almost any technology we used regularly in the 1970's–1980's, cassette audio tapes have become obsolete. At the same time, it may be

easier to win the lottery than trying to locate a cassette player to play the tape.

So, how can we save the audio on those tapes to ensure that those special recordings are not lost altogether?

*Sweeney Enterprises LLC* has a solution to this problem by converting your audio cassette tapes of memories into digital MP3 files. To save those audio memories forever just download the price list/order form from our website at [www.sweenenterprises.com](http://www.sweenenterprises.com) or email [dsweeney@sweenenterprises.com](mailto:dsweeney@sweenenterprises.com).

***Visit Sweeney Enterprises LLC on the web and learn how Sweeney Enterprises LLC can serve as your marketing/public relations/video production consultant.***

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