

ARTICLE REPRINT

FROM THE

MAXIMUM Customer Experience BLOG

Improve Your Customer Experience to Increase the Bottom Line!

 **Sorry, I'm Taken**
BY KELLY ERICKSON

Should You Be in the Business of Changing Minds?

Is it worth trying to capture a market that's already having their needs met adequately?

Just adequate? Maybe not such a huge hurdle to overcome.

What's the difference between adequately served and content?

Between not looking, and loyal?

Could be hard to spot.

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I'd rather look for

underserved

discontent

searching

waiting to bail

Or unserved. And have the field to myself.

Grow and be well,

Kelly Erickson

and speaking of taking an unique approach...

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Improve Your Customer Experience to Increase the Bottom Line!

Jumping on the Bandwagon BY KELLY ERICKSON

Is it a good idea?

Where has the band never thought of going?

I might go there.

It's harder to do, but a lot easier to stand out. If you're outstanding.

Grow and be well,

Kelly Erickson

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Sorry, I'm Taken and Jumping on the Bandwagon

About VisionPoints, The Experience Designers

We're the small-business Experience Design company that saves you *big* frustration making *little* efforts that go *nowhere*. We're experts in **Experience audits and website user testing, put together with strategic positioning, compelling content, and design solutions** so you can grow your business.

Whether you're a traditional "bricks-and-mortar" company or a business operating solely on the Internet, we at VisionPoints want to help you increase sales and word-of-mouth. These days, "good enough" customer experience is everywhere and your customer knows it. We'll help you go beyond just making a sale, to making Maximum Customer Experience to encourage future sales and power you forward.

About Kelly Erickson, Owner, Creative Director

"Can remarkable—Maximum—Customer Experience save your business? You bet! Through my blog, [Maximum Customer Experience](#), one of the longest-running sources for great Customer Experience tips and strategies, and my work with clients at [VisionPoints](#), I help plan the changes that make marketing to and connecting with your customers easier than ever before. If you're under pressure to make this the best year ever (who isn't?), I'd love to talk with you to find the solution for your small biz."

Kelly is the author of the well-respected Maximum Customer Experience Blog, an AdAge Power 150 blog and one of the longest running sources for great Customer Experience tips and strategies on the web. She has an absolute passion for helping other business owners and leaders to Go Where Your VisionPoints.

To contact us about helping your company to grow, please [click here](#).