

THANK GOD IT'S MONDAY!

Roxanne Emmerich



TGIM WEEKLY AUDIO: Under-Promise and Over-Deliver

**Transcription*

Thank God It's Monday!™ Have you ever ordered a pizza, the guy on the phone said it would be an hour, and it shows up in 30 minutes? You're pumped!

Or how about the last time you ordered a book off of Amazon? They said it would take 7 to 10 business days. When it arrives on day 2, you are one happy customer.

Coincidence? Not a chance. You're just lucky? I don't think so. This is pure marketing. It's called under-promise and over-deliver. That way, when someone receives your 'over' delivery, they are more enthused and love you even more.

Have a great Monday!

Roxanne

Roxanne Emmerich's Thank God It's Monday! How to Create a Workplace You and Your Customers Love climbed to #1 on Amazon's bestseller list and made the New York Times and Wall Street Journal bestseller lists—all in the first week of its release. Roxanne is renowned for her ability to transform “ho-hum” workplaces into dynamic, results-oriented, “bring-it-on” cultures. If you are not currently receiving the Thank God It's Monday e-zine and weekly audios, subscribe today at www.ThankGoditsMonday.com.

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