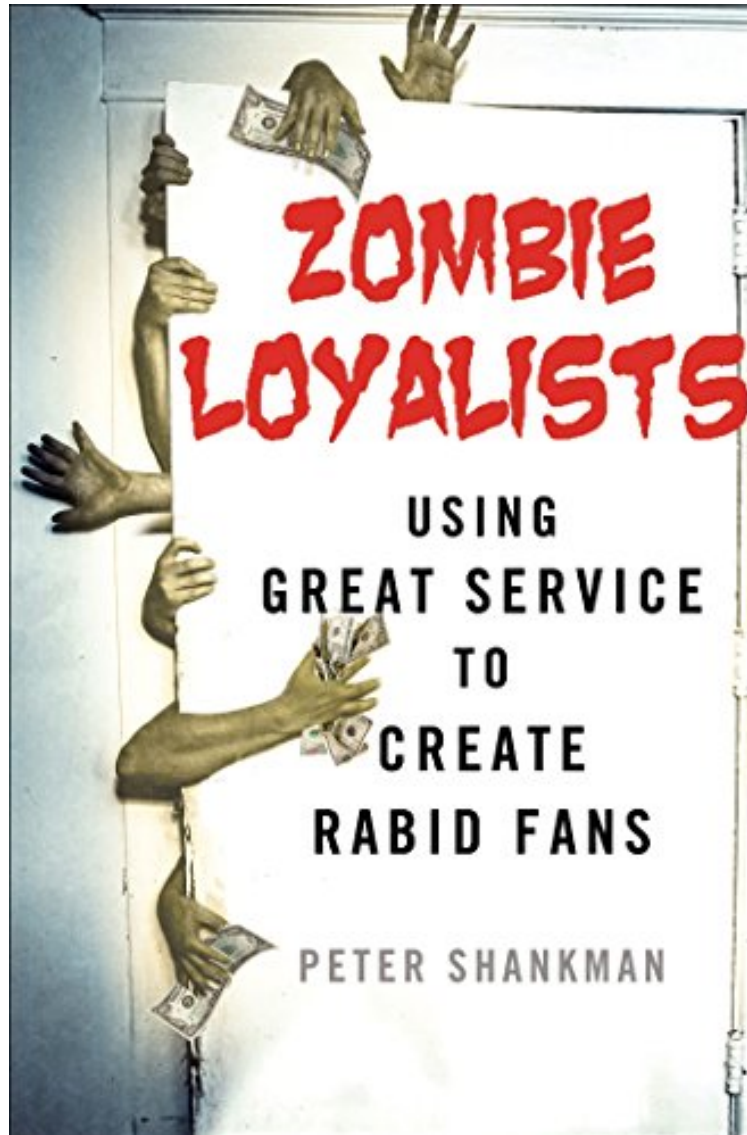


# **Zombie Loyalists: Using Great Service to Create Rabid Fans**

*Peter Shankman*

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**Peter Shankman : *Zombie Loyalists: Using Great Service to Create Rabid Fans*** before purchasing it in order to gage whether or not it would be worth my time, and all praised *Zombie Loyalists: Using Great Service to Create Rabid Fans*:

3 of 3 people found the following review helpful. Once Bitten, I Keep Biting, or How I Quit Worrying and Learned to Love B.R.A.I.N.S.By Steven George BustinThis book bites, it bit me, it will bite you.Best selling author Peter Shankman's latest book is arguably his greatest. *Zombie Loyalist* takes every customer's greatest complaint, abysmal customer service, and eradicates it in a series of personal and third party stories that feel painfully familiar. Peter not only illustrates how to cure the nation's deadly (to business) epidemic of horrific and short-

sighted customer service, he shows us how to replace it with a more powerful epidemic of our own Zombie Loyalists, addicted to B.R.A.I.N.S. (Bring Random Amazement Into Normal Situations). I met Mr. Shankman over 20 years ago and became a Zombie Loyalist before he coined the term, because he practices what he preaches. Despite his hyper-active life style; a super heavy travel schedule, doing triathlons, sky diving, creating, running and selling successful businesses, appearing regularly on national TV as a PR expert, being an author, etc., he answers every single email himself, in a timely manner. But I really did not understand how much of a Zombie Loyalist I was with this book until I realized that I had brought it up in almost every business discussion or meeting I had the week I read it. I even purchased the book as a gift for a handful of people including one senior ad exec I had just met! I infected them and now they are infecting others with the message of this book: great customer service trumps the best product design, PR, marketing and advertising. It is truly the most important action a business can take to ensure and maintain success. Filled with customer service horror stories (some will astound you) the book has a creative and effective response for each customer issue. It is a wonderful teaching tool that is both informative and entertaining. Written in a conversational and unpretentious style with humor and clarity, *Zombie Loyalist* is a must read for any business trying to survive in an increasingly consumer-power marketplace. Highly recommended.

Steven Bustin, author of *Humble Heroes*, How The USS Nashville CL43 Fought WWII

2 of 2 people found the following review helpful. Mandatory reading for all my clients

By Ysmay I made the mistake of reading *Zombie Loyalists* book before bed. This was a mistake because, while it's a business book, it's actually quite funny. *Zombie Loyalists* is a fun and engaging take on something everybody in business should want: fiercely loyal customers. After all, customers are everything. But in my experience, business owners are guilty of not knowing how to get customers and not knowing how to keep them. The advice in *Zombie Loyalists* will help you with both of these problems. It's not enough to read Peter's book and hand it off to your customer service department or your Front of House staff. Building an army of *Zombie Loyalists* starts at the top. It starts with you. While you're devouring this book, take notes. Literally. Keep a notepad handy. By the time you're done, you will be able to turn your notes into a framework that will help you build your zombie army, and help you get your staff on board with this process. I have made *Zombie Loyalists* mandatory reading for all of my consulting clients, and I'm already starting to see changes in their businesses. This book is a must read for anybody and everybody in business.

1 of 1 people found the following review helpful. How is the Customer Service at your company? If your answer isn't OUTSTANDING, you need this book!

By Meg Coldwells This book is a MUST READ for anyone in business. No matter what your position is, you can learn tons from this Marketing and PR genius. If your goal is to have the most loyal customers on the planet, you need to read *Zombie Loyalists*. First, ask yourself, what am I doing to make my current customers feel special? If nothing comes to mind, buy this book. As Peter Shankman says, "Imagine an ARMY of customers eager to do your PR, advertising and marketing without ever being asked, each and every time they give them your money?" Sweet, right? The best part of building your *Zombie Loyalist* following is you won't have to spend millions to do it. In fact, most of the time it costs you nothing. It is a fun, fast read with lots of true life stories on what companies have done right to gain *Zombie Loyalists*, and which companies blew it, and how they turned things around. (Some of them!) I highly recommend this new book by Mr. Shankman as well as his other three. Now go buy this book, you will love it.

Marketing and PR expert Peter Shankman has been working with the biggest companies in the world to create what he calls "*Zombie Loyalists*," fervent fans that help companies massively increase their customer base, brand awareness, and most importantly, revenue. After all, why should you have to tell the world how amazing you are if you can have your existing customers do it for you? Imagine an army of customers who will do your public relations, marketing and advertising, without being asked, each and every time they give you their money. These are *Zombie Loyalists*. They are ready to buy what you sell, respond to your email offers and demand that their friends to do the same. So how do you get this rabid following? There's been a lot of lip service given to customer loyalty over the past few years, but most companies still don't realize that a points program or a slew of untargeted emails simply won't do it. With so many products and platforms to choose from, amazing customer service is the only differentiator that will truly put you ahead of your competition. Looking at exceptional companies like the Ritz Carlton, Commerce Bank, and Starwood Hotels, as well as smaller businesses to turn their customers into *Zombie Loyalists*, he shows how you can create your own customer army.

Marketing and PR expert Shankman offers a hilarious, astute, and ultimately practical guide to creating customers so satisfied they'll promote your company with zombie-like fervor; this entertaining yet valuable work is a must-read for any business owner or executive interested in turning satisfied customers into avid brand ambassadors. Publishers Weekly

At the end of the day, all business comes down to customer service. If you want to win in the new customer-centric economy, check this book out.

Gary Vaynerchuk, best-selling author, *The Thank You Economy*

If anyone in any organization can't figure out how to create loyal customers after reading this book, then their brains have obviously already been eaten by meat-eating zombies.

Debbie Moren, CEO, Moren Enterprises and Former Disney Customer Service Leader

Over the years, Peter has created

his own Zombie Loyalists, and I count myself as one! Now he is taking you and your business to new levels with his surefire strategies. The world around us has changed, and business must change with it. Your customers are key!" Frank Eliason, Author of @YourService" At Steiner Sports, our entire company is a customer service department, dedicated to bringing our customers closer to the game. We strive for every customer to become a Zombie Loyalist, and this book is a key to delighting customers both on and off the field." Brandon Steiner, CEO, Steiner Sports About the Author Peter Shankman is the author of Nice Companies Finish First and the founder of Help a Reporter Out (HARO), the largest free source repository for journalists in the world. He is also the founder and CEO of The Geek Factory, Inc. His PR and social media clients have included AmEx, Sprint, the US Department of Defense, Royal Bank of Canada, Snapple, Walt Disney World, and many others.