

Small Business Marketing W O R K S H O P

by A1 Small Business Marketing



a1SmallBusinessMarketing.com

***Words that
Work Wonders***

Douglas E. Nevill
A1 Small Business Marketing
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Notes:

WHAT you say and HOW you say it
does make a difference.

A good marketing message
will arrest the attention and
arouse the interest of your
target.

Words that Work Wonders

YOUR MARKETING MESSAGE

What you say and how you say it does make a difference! Do you have a clear Marketing Message? Do you have it memorized? Is it printed on your business cards, “stamped” on your radio ads, visible and audible in your TV ads, included in your newspaper advertising, printed on your rack cards and brochures, and visible in the header of your website?

When you are hoping to engage a potential client, you’ve often only got a few seconds to ***engage the mind of your prospects with the hope of turning them into clients.***

A few seconds means just a few words, ***so you want them to be powerful.*** You need to successfully arouse their interest and arrest their attention.

This is never more true than when someone lands on your website. I know that it just doesn't seem fair, but you've got about 8 seconds to captivate their attention.

Your goal is to either get them to continue to read your marketing material or start asking you questions about your products or services.

How do you do this? **With your marketing message.**

1. What is a Marketing Message?

Let us start by explaining what a marketing message is NOT.

A marketing message is NOT your company **logo**. Your logo is art, but your marketing message is words. Having a professionally developed logo is a part of your “corporate identity” and it is important that it is used with all of your advertising.

Your logo should be printed on all media, both in print and on line, but it is not your marketing message. The purpose of your logo is to identify your company, but your logo will not sell anything.

Often small business owners get so enamored with their logos that they give them an inordinate place in their marketing materials. Your logo should always be present, but not prominent.

A marketing message is NOT a list of your **achievements, awards or memberships.**

A marketing message is NOT your **mission or vision statement.**

Notes:

A marketing message is a _____
and thoughtfully developed, _____,
written communication that is directed at
your _____ with
the intent to _____ their attention
and _____ them to do
business with you.

A marketing message is NOT your company **slogan**.

This is getting closer, since your slogan is words, but it is still not your marketing message. Your slogan is just a few words that you may use to drive home a specific message about your company to help those that see or hear your ads remember you, but it falls way short of a marketing message. In some cases, you may need to dump your slogan and replace it with a marketing message.

A marketing message is NOT **information** about your company. Most company brochures and “about” pages on their websites simply bore their target to tears.

Sterile information about your products, services, staff, memberships, achievements, processes, procedures and more may interest you, but your target doesn’t care much about these unless you can first get their attention with a well developed marketing message.

Most small business owners have developed a marketing message, even though they may not have it formalized, and it almost always needs some refinement. Then, there are many small business owners that believe they have a marketing message when they don’t.

So, what is a marketing message?

A marketing message is a carefully and thoughtfully developed, concise, written communication that is directed at your target market with the intent to arrest their attention and convince them to do business with you.

In some cases, you may actually use more than one if you have multiple targets.

2. Why Is Having Marketing Message So Important?

Your marketing message is central to the success of each and all of your marketing efforts. A dynamic marketing message coupled with a compelling promotions will yield a steady stream of customers.

Your marketing message is important because it really is the key that unlocks the door to sales

Your marketing message is important because it has the ability to get the attention of your target and generate new leads for your business.

Your marketing message is important because it will provide the key ingredient that will make your advertising efforts work.

Notes:

Who exactly is your target?
Describe your Seattle Susan
or Portland Pete.

What is your target market's ...

Citizenship?

Geographic Region?

State?

County?

City?

Nationality?

Gender?

Religion?

Age?

Education?

Economic Status?

Stay FOCUSED on your TARGET.



3. How Do I Create My Marketing Message?

1. Identify Your Target Clients.

It is critical that your marketing message have a clear focus on a specific target audience. ***Everyone is not your target.***

You must define your potential target audience is and then refine your target by a process of specific definitions.

When you first try to determine your target, you will have a broader list, containing what I call **suspects** and **prospects**.

Suspects are those that could possibly be a part of your target, but the **prospects** actually fit the criteria of those to whom your marketing message is aimed.

Who is your target? You are in business because you solve problems. What are those problems and who is it that has them?

Asking the above questions should generate some specific words, and these words should be in your marketing message.

***My company solves some of the problems
that face small business owners.***

Instead of “My company does websites” -which focuses upon my company, I say this: “I help small business owners with websites that work for them.” — This way, I am telling them specifically what I do, but I am including THEM in my marketing message.

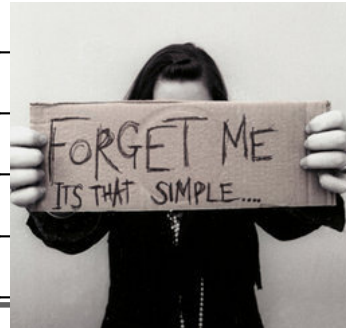
Keep your TARGET in the center of your marketing efforts.

Most business owners are ignorantly more concerned about their brand visibility or corporate identity than they are their target audience. This is not to say that a consistent business image is not important, but it will not generate new leads, it ***takes a message to do that.***

My corporate identity is three concentric circles in primary colors with the letters PROSBO near it. This business identity will show up on all our electronic and print media and the words “PROSBO” on all of our audio advertising.

It identifies my company properly, but it is the words “Helping Small Business Owners” that gets the attention of my target audience.

Notes:



Forgetting about yourself is good marketing. Focusing upon your clients is good marketing. Replace the “I” and the “Us” in your marketing message with “YOU”.

**Get The Focus
Off of YOU!**



Forget About Yourself!

Your potential clients are not really interested in your business. They are interested in themselves. You are interested in your business, the features of your products or services or the processes that you use.

If you love what you do, (and you should, or you should do something else) you may even be excited about the details of why and how you do what you do. Your prospects don't care so much about this. It may even bore them.

Your prospects really care about themselves.

So, the first step in getting their attention is to talk about them. What do you do for them?

Instead of "My company is a 10 year old local marketing company." -which is about ME, I say this: "I can help YOU attract more clients, increase their level of satisfaction and make more money."

Your marketing message MUST focus upon what you do for your CLIENTS. Using the words "you", "your" and "yours" in your message indicate that you are focused upon your prospects and interested in them, and it will help you to get the focus off of yourself.

2. Enumerate Your Client's Problems.

A need or want is at the root of every buying decision. You want to identify the basic needs or wants of your target and then tell them the RESULT that you provide through your products or services.

Your clients will have problems, and those problems will effect them emotionally. People MOVE on emotion, which is why good advertising focuses on the something that will effect the emotions more than the mind.

The message must reach the mind, of course, but what we THINK determines how we FEEL, and if we are ALREADY feeling a certain way, a message that touches us emotionally effects us more deeply than just a message that appeals to logic.

Making a Troubles Table

1. Start by writing a list of all of the problems that you target is dealing with *that your company can solve*. If you can, get all of your staff and maybe some friends together to help with this.

2. Prioritize this list, (use a pencil - because you may end up changing your mind) placing a “1” by the most prevalent or pressing problem, and then number the rest of the problems according to their weight.
3. Create a table with six columns. See the illustration to the left. The first column is the Problem, the second column is the Emotion it creates, the third column is how you address this problem, the fourth column is people you have already helped with this problem, the fifth column is the result of your efforts, and the sixth column is the emotion felt by your clients in the end.
4. Now, populate the first column with the problems according to the priority you have assigned them.
5. Fill in the blanks from left to right for columns 2 - 6.

Now, you have DATA that you can use to create some of your **own WORDS THAT WORK WONDERS!**

These are things that you do for your clients that are wonderful! You are their problem solver. You are their hero! The only thing you need to do is effectively communicate to them that you are solution to their problem, their “hero on call.”

Features and procedures may appeal to the “nerd” in you, but they will bore the “cool” out of your target. This is why good advertising focuses upon FELT BENEFITS rather than LISTED FEATURES.

3. Present Your Solution To Your Client’s Problems.

Your target is enduring **pain** and **suffering** because of a **problem**.

Your company solves that problem, **eliminating the pain and suffering** that they are **FEELING**.

Many people are not very good at identifying WHY they feel like they do, which is why so many visit therapists to help them sort through their emotional struggles.

They simply cannot recover from those negative feelings until they can identify why they are having them. Once they know the SOURCE of the suffering, they can identify the SOLUTION to the problem.

***Your marketing message needs to emphasize their pain,
explain why they are having this pain,
and how you can eliminate this pain!***

Notes:



Solve Their Problem
BE Their HERO!



How do you solve your target market's problems?

Emotions are powerful motivators. Here are some common emotional problems people have to deal with, along with their counterparts once they are eliminated:

- Fear - *Faith*
- Frustration - *Relief*
- Anxiety - *Peace*
- Confusion - *Confidence*
- Loneliness - *Companionship*

Identify the emotions your target is feeling and then present your solution, pointing its benefits (not features) and how it will improve their quality of life.

Remove the Risk

(Remembering the importance of Consumer Confidence or Trust) Your solution should also address any risk your target may feel (whether real or falsely perceived) to remove those oftentimes hidden obstacles to them responding to your offer to help.

Make it Easy

(Remembering the importance of Client Convenience or Ease) Even if you have convinced them that you can become their problem solver, if it is perceived by them as being “too hard to do”, they simply won’t try!

Instead of “I own a marketing company” -which focuses upon my company, I say this: “I can help YOU make more money.”

— This is the end **RESULT** of what my company does for small business owners.

4. State and Demonstrate The Results You Achieve For Your Clients.

You state the results by your promise and guarantees. You demonstrate the results through case studies you’ve conducted and testimonies of people you have already helped.

Telling them that you have the solution is ok, but if they don’t know you they cannot really trust you, and you could just be lying to get their money.

So, what do you do?

You PROVE you can help them by quoting the results of your research on their problem and by introducing them to other people that had the same problem that they did, felt the same pain, and made the decision to call you.

[illegible]

How are you Different from your Competition?
What really sets you apart from all the rest?

People will be reluctant to believe you, because you are after all, a salesman. Do you automatically trust a salesman?

However, they will readily believe a peer that has tried your product or service and is willing to give them a report, which is a referral.

Remember, the best marketing is “word of mouth marketing”, right? These testimonies are “word of mouth” of your client’s peers that are telling them to call you!

These testimonials (or referrals) should include these three steps, which is really the same as a typical religious experience testimonial. We gladly report these experiences, because they effected us emotionally in a positive way (which is a grand memory), and reliving them feels good, too!

1. The problems I had before I found Jesus.
2. How Jesus solved my problems.
3. How great life is now that Jesus is with me, and how Jesus can make your life wonderful, too!

I happen to be a follower of Jesus Christ, so I am not being sacrilegious here, but the testimonies of your clients will follow the same three steps, and in some very, very small way, you are their “savior” because you solved their problem and ended at least one of their miseries.

1. The pain they endured before discovering your business.
2. How they discovered your business and how you fixed their problems.
3. How happy they are to know you - and how sure they are you can fix their problems, too!

When you present the problems, you should associate the problems with the negative results, and when you present the solution, you should also list all of the benefits that your clients experienced as a direct result of the solution along with the long term implications.

5. Communicate Your Company’s Uniqueness To Your Clients.

Finally, you really need to be different in some truly significant way from your competition. If you are not so different, why should people choose you instead of them?

I am not talking about trashing your competitors. Doing so certainly is not charitable or professional, but you should be able to **distinguish the difference** between you and them.

These differences are what adds VALUE to your products or services. This is especially powerful if your price point is about the same and this difference is something compelling.

Notes:

[illegible]

4. How Do I Use My Marketing Message?

Use it Personally

Your marketing message(s) should be memorized and used as your introductory response to the question, “What do you do?” or “What business are you in?”

Your marketing message is also known as your “elevator speech.” What do you say when you meet a potential prospect and you have a 1 floor elevator ride’s time to convince them that they should call you? You use your marketing message.

You hand them a business card and ask for theirs in return. If they indicate that they are interested, it is more important for you to get their card than for you to give them yours. They will lose your card. You will keep theirs and make a followup letter, email or phone call!

Use it Visually

It should be printed on everything you distribute, both on paper and electronic media. It should be printed on your business cards, stationery, brochures, newspaper and magazine ads, billboards, and on your vehicles.

It should be displayed in the header of your website and on all of your television ads.

Use it Audibly

It should be the core of your radio advertising efforts, and if you are doing video, it should be spoken there as well!

Use it Electronically

It should be on your fax cover sheets and in the signature line of your emails. It should be on your answering machine or used by your answering service.

Use it. Use it. Use it.