



Your Marketing Message

Words that Work Wonders

Do you have a clear Marketing Message? Is it on 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?

1. 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 an 8 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. Identify your target(s).

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." — 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 around 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.

3. What does your prospect want or need?

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.

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.

My clients need to:

1. Attract New Clients
2. Increase their Satisfaction
3. Make More Money

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So, for me, it is this:

"PROSBO:
Helping Small Business Owners
Attract More Clients,
Increase their Satisfaction
& Make More Money."

OR

"I can help you
attract more clients,
increase their satisfaction
and make more money."