

## Consumers are changing – is your marketing approach?

by Deborah Chaddock Brown

Have you read Megatrends 2010, The Rise of Conscious Capitalism, by Patricia Aburdene, co-author of Megatrends 2000?

In her latest book, she expounds on the “seven new trends that will transform how you work, live and invest.”

The seven new trends are:

1. The Power of Spirituality
2. The Dawn of Conscious Capitalism
3. Leading from the Middle
4. Spirituality in Business
5. The Values-Driven Consumer
6. The Wave of Conscious Solutions
7. The Socially Responsible Investment Boom

Consumers are willing to wait and pay more for an energy efficient vehicle. They drive further to shop for organic food and they are investing in their homes with green building supplies to conserve and preserve. In the wake of corporate embarrassments like Enron, investors and consumers are looking for companies with integrity and a more spiritual base.

So how can that translate to our business, our services and our marketing?

Patricia encourages companies to share their values and belief systems with their consumers, however, she cautions that you better be able to back up your words.

“Today, thoughtful, conscious customers and media-savvy activities carefully analyze corporate behavior. Result? These days companies had better deliver on their promises – or face a possible backlash.”

I would encourage you to read more about the “Conscious Consumer,” as Patricia Aburdene defines her. Patricia goes on to say, “experts no longer control a brand the way they once did, who does?”

Are you in touch with your consumer to know what drives them to make their buying decisions? How do you communicate your belief system to customers and prospects? You can start with something as simple as a newsletter, either in print or on-line.

Newsletters are a direct conversation between your company and the reader.

Need help writing your newsletter? Call today!

**330-414-8792**



## How important are new customers to your business?

Do you wish you could bring new customers into your store to experience the service, value, quality and variety you offer? Have you considered a one-day sales event?

In March I offered a workshop on Planning a Successful Retail Sales Event at the Kent State University Small Business Association branch. The program was well received and I decided to create a workbook designed to help business managers plan and execute an event for their business.

I'm excited to announce that this month, **“It's a Party!, Planning a Successful Retail Sales Event”** is being printed and ready for order. Effective June 12, you will be able to order via the website: [www.allwriteink.com](http://www.allwriteink.com). “It's A Party!” workbook is complete with tips, suggestions, lessons learned, a count-down calendar of specific tasks and all of the samples you will need to plan your special sales event.

The workbook also includes tips for analyzing the success of your event and a CD with files you can customize for your business event.

Whether you are planning a Grand Opening, Inventory Close-out Sales, or a Customer Appreciation Day one-day sale – “It's a Party!” will guide you through every step of the way.



Call today to reserve your copy.

### Where is Deborah speaking next?

- June 9 “Earning Customer Loyalty”  
Women's Network 2nd Friday Lunch  
Peg's Catering, Akron, OH  
Call 330-315-7809
- June 27 “Marketing to the 21st Century Consumer”  
Portage Lakes Career Center

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