

Are You Being Heard?

by Deborah Chaddock Brown

In this age of complexity, there are a myriad of ways to reach your target prospect; traditionally, trendy and technical.

You have to make sure your brand message is in print and on the web – with business cards, brochures, sales kits, blogs, on-line stores, with key words and phrases. You need to hire a staff of people just to ensure that every time you update products and services, the message is communicated on every level to your customer.

But I ask you: does anybody hear you? By that I mean – are they reading anything you write?

We can be in such a hurry to communicate our message that we forget who the message is for and therefore neglect to write in a manner that will be heard by our target prospect.

Too often I read websites that talk about “I.”
ABC Corporation has been in business for decades
ABC has a quality product
ABC can deliver
ABC is the best around

And I say to you....WELL, DUH. Don't we assume that you are experienced and have a quality product and can deliver what you say you can? That's a given, right? So how are you going to cut through the clutter to really be heard?

You have to start by putting yourself in the reader's shoes. You truly have to write with the reader in mind. I know I say that everyday, but if you stop right now and pick up a piece of your marketing collateral – would you read content that brags about you or that talks about the reader's needs?

Ah, that's what I thought.

Try this: in your next marketing email campaign or sales post card – start out with a question that shows the prospect you understand what they need. Then follow up with a benefit statement that connects your products/ services with their need.

Example: Let's say you sell widgets that will save the prospect time and money. That's a good thing, so start with a question: How would you like to save time and money?

The follow up with a statement: ABC Widgets will allow your associates to do the same work in ½ the time. That's not all, we offer quality widgets that cost 25% less than the competition.

I'm hearing you now! Need help making your marketing copy easier for your target prospect to hear? Give me a call. 330-414-8792.

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A Book Worth Reading

Keep your eyes open for 49 Marketing Secrets that work to Grow Sales which includes these strategies:

- 9 Marketing
- 8 Branding & Corporate Image
- 6 Media
- 3 Networking
- 9 Technology-based Marketing
- 6 Event
- 8 Sales

Over thirty professionals with marketing and sales expertise have contributed and NE Ohio local, Ron Finklestein, organized the contents.

Jay Conrad Levinson, author of the GUERRILLA MARKETING series has this to say about 49 Marketing Secrets:

“The heavy hitters, the shining stars, the bright lights -- they're all here for you in this brilliant and enlightening book. It should be mandatory reading for anyone who loves marketing and profits.”

The book will be available at Amazon and Barnes & Noble in April. I'm excited to say that I am one of the contributing authors and am very proud of this book.

Are You Visible?

Looking for a new way to be visible on the web? Do you have a ZIKI? Ziki is another way to increase your web visibility – a network that you join with key words that will lead others to your website/blog. It's simple, free and a great way to organize all of your personal and professional information in one place: resume, blog, company materials, website, hobby information. Check it out: www.ziki.com.

Where is Deborah Speaking Next?

March 13 Drive Customers to Your Business
9-12 Portage Lakes Career Center
March 14 Build Brand Awareness Through Blogging
Lake County Retailers Association

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