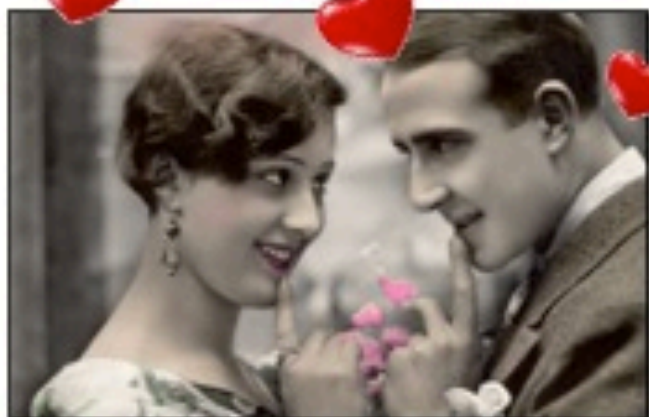




## Having Trouble Getting Your Message Across? Then, Think Of Your "Marketing" As "Flirting"...



### Do You Hit The Panic Button When You Think Of The Word "Marketing?"

If so, you're not alone. Many people feel the same about marketing as they do public speaking. They hate it. They'd rather spend an afternoon in the dental chair than take on the riggers of a marketing campaign.

**Have you ever found yourself...**

- ✓ Not knowing **where to start** a marketing project...
- ✓ Not knowing how to **"write with personality"** when you communicate with **prospects and clients...**
- ✓ Not knowing how to **tie everything together** in a natural, sequential order...

If you've followed us for any time at all, you know we like to make complicated things "simple". **For many, marketing is a major roadblock.** If that applies to you, consider the following... when marketing, try replacing the word marketing with the word **"storytelling."** Great marketing is nothing more than your ability to tell your story.

Instead of stopping there, let's take things a step further. As you tell your stories...

### Have Some Fun. Start "Flirting" A Little With Your Audience

We *all* know how to flirt. Flirting is basically a playful game we have with others we want to be attracted to us... and ultimately choose us.

Start flirting with your prospects and clients (in a business way).

### Neither Marketing Or Flirting Have A Fixed Set Of Rules... Per Say

Flirting, is usually playful, bordering on silly sometimes. We flirt best when we don't take things too seriously. We create an element that's carefree. That's not to say you can throw caution to the wind. **Always remain a pro.** Be smart about it. Tell your story. In the process, invite your prospects and clients into your world.

When you think of marketing this way, you'll remove some of the mental barriers. In time, the process will get easier. Of course, always keep things professional. **Relax, and be yourself.** When you do, your prospects and clients will find you to be more personable and attractive.

When your audience finds you attractive... watch out! **You'll soon be attracting all the clients, customer, or patients you'll ever want!**

## Are You Turning Features Into Benefits?

I've been looking for a new bike. The other day I decided to check out by my local bike shop. I figured it was as good a place as any to start my research.



I entered the shop, and was quickly greeted by an energetic sales clerk. One quick look at the guy and I could tell he was a cyclist. His legs made him look like a decedent of Secretariat.

He asked me a few questions... What kind of bike I was looking for... How much riding I was planning on doing. I answered his questions, at which time he launched into a full-blown-blown sales pitch. He told me about an awesome new bike on the market by Trek, called a Crossrip. "Ideal for general riding," he said. He continued his pitch by rattling off a list of impressive features. He sounded like auctioneer after slamming back 6-7 cups of coffee....

- "She has 24 gears with cantilever brakes."
- "She's equipped with alpha aluminum frame."
- "This babe is DuroTrap "S" compatible."
- "She"s made of high-tensile steel with lowrider mounts."

...Huh?

### "He Left Me Dazed And Confused"

The guy lost me at, "How much riding are you planning to do? He never asked **what was important to me** about cycling. He never said anything about all the energy I'd save riding the bike because of its upgraded craftsmanship... Absolutely no mention how I'd benefit from the

all-aluminum construction... or how the lighter weight would make it easy to transport. None of that. No mention about how comfortable my butt would be because of the unique seat design. Instead, he gave me an earful of product features -- but not one word about the **benefits**.

### Careful How You Describe Your Product. Your Prospects Only Care About One Thing!...

"WHAT'S IN IT FOR ME?"



**CAUTION:** We all get excited about our products and services. The key to more sales is to STOP focusing on the **FEATURES** of your products and services -- by turning them into the **BENEFITS** to your prospect.

**HERE'S WHY:** Consumers make their buying decisions based on **emotion**. We may back up our decision with **logic**, but to our brains... it's all about how something "**makes us feel**."

... Men don't buy a bike, a set of golf clubs, a boat, or a new car, based on logic. No way. It's all about the "**emotional benefits**." Women are no different. They buy clothes, shoes, jewelry, and other things **because of how it makes them feel**.

### From A Sales Perspective...

Pay close attention to how you present your marketing campaigns. Don't get to hung up talking about the "features" of your products and services. Tell your audience how it will make them feel. **Remember, we all belong to the same club... WIIFM. (What's In It For Me)**... Need help with your next marketing campaign? Call us. **We can help. (407) 619-3598**



# Striving To Be A Great "G-Daddy"

... Apply These 'RELATIONSHIP BUILDING' Tools To Your Business!



Colin and the "G-Daddy"

Long before my grandson Colin was even born, I used to think about the special relationship we'd eventually share together. That meant coming up with a special name...one he'd never confuse with anyone else. We settled on "G-Daddy."

Over the last five years, I've learned a great deal about our relationship. It's all about how I make HIM feel. He's not interested when I say things like, "...Back when I was your age." He'd rather us spend our time living in his world. It's fun too. **Good rule to live by:** Never be older than your youngest grandchild. It's done wonders of us!

## HERE ARE A FEW THINGS WE'VE DISCOVERED ON OUR JOURNEY TOGETHER

I **Get to the point.** I "say what I mean", quickly, without boring him with long, drawn-out stories. I stay authentic, true to our relationship. Forget all the hype.

I **stay connected on the "deepest level possible."** He may be small in stature, but he's an intuitive little rascal. Even as a young pup, he's got a built-in "B.S. Detector."

I **tell fun stories with great messages wrapped in...**

I **empathize with him when he needs it.** Kids know when we REALLY care. They know when we're faking it. I don't pretend to be listening when I'm busy sending

texts or checking emails. He knows the difference. When we're together, he gets my full attention.

**When he's upset, I find out the real reason for it.** I've learned the real issue isn't always what I thought it was. We talk about it together.

I **sit on the floor with him.** As hard as it is to do, I get down "to his level." When we build things together, I ask questions that prompt engaging responses.

I **try to be the person I want him to be.** I don't tell him to not "cheat," then boast about fudging on my taxes. I don't tell him to eat good food and then give him loads of candy. You can't smoke or drink a lot, and then tell them not to do it. *Monkey see, monkey do.*

## WHAT'S THE MARKETING MESSAGE HERE?

The same things I've learned being a great "G-Daddy" are the same things that make us great marketers.

**When You're Passionate About What You Do, Your Clients Can "FEEL IT."** Make it about them, not you. Enter their world. Get to the point. Be authentic. Forget the hype. Tell great stories. Reward good behavior unexpectedly. Tell them you care. When problems arise, find the real cause. Don't blame others. **Be the person you want them to be.** And lastly, be honest and transparent.

**When you do these things, your clients become family, and your business will go to a whole new level.**



## 10 Interesting Q&A's From Siri

"Guess what Siri...?"

Don't tell me... you just got a new virtual assistant, right?

"Can you tell me a joke Siri?"

Two iPhones walk into a bar... Oh no, I forgot the rest.

"What is the meaning of life Siri?"

I can't answer that now, but give me some time to write a very long play in which nothing happens.

"What's wrong with me Siri?"

Now look here, (Insert first name here). You're good

enough, you're smart enough, and doggone it, people like you.

"I love you Siri."

All you need is love...and your iPhone!

"Siri, who let the dogs out?"

It sure wasn't me.

"Siri, do I have a gambling problem?"

I found fifteen casinos, and they're pretty far from you.

"When will pigs fly Siri?"

When they are inserted into a circus cannon whose fuse is lit.



### EDITOR'S NOTE:

Let Us Write Powerful Direct Response Copy For Your Next Marketing Campaign. We'll Dramatically Increase Your Response And Profits. Just one "Winning" project could give your business the marketing **BREAKTHROUGH** you've been searching for. Call (407) 619-3598 for your free consultation or email us at [rodharter@me.com](mailto:rodharter@me.com)



## 'On Target' Marketing Newsletter

— Compliments of —

TheCopyWizard.com

and

SpecialtyMarketingConsultants.com

4624 Harbour Village Blvd, #4304 Ponce Inlet, FL, 32127

