

How to Create a Promotable Message

Introduction

The problem with promotion

Each year, it gets harder to capture and retain the attention of buyers and business decision makers. Everyone gets swamped with sales literature, telemarketing and advertising. The question is whether the time has come to look more closely at some of the issues that go into a great promotional message?

An Attention Deficit Economy

Research we conducted during the past year shows that 83% business owners and managers state that their biggest problem is finding new leads for their businesses.

Yet most pursue direct mail, advertising and telesales hoping to build awareness and win business almost overnight!! The reality though is that little is achieved – largely because everybody is pursuing the same commodity based tactics!

But what if we aim to build a reservoir of leads for the future with real attention making tactics in the heart of our niches and so let our reputation appreciate in the minds of a sufficient number of potential buyers?

Such a strategy would have to communicate with prospects and customers in a way in which our business is different from every other business in an attention deficient economy. Bluntly stated we've got to get out of the commodity business.

We have got to stake a claim on a simple idea - or position - in the minds of our

prospective customers to build a reputation so that we can generate more leads.

Our gates are never knowingly under wrought!

This is what I mean. Consider John. John heads up a metal working company, in the heart of west Kent. The company serves local consumer and trade markets with bespoke products. He can handle most requests that are thrown at him, even making parts for vintage cars when these are no longer available.

As a way to differentiate his business, he began to offer something he calls Perfect Metal. Perfect Metal is a unique blend of design and build and, here's the key, no one else in his niche is offering anything like the concept. Prospects like the sound of it and are asking to know more. It's too early to tell but I suspect this point of difference will open a lot of doors for him.

The discovery now opens up the way for John to begin to introduce such a message into all his promotional materials

So how can you turn deficit into surplus?

21 Ways to Create a Promotable Messages that Sells

1. Outstanding promotional messages are only ever read by one person at a time – so write to the one person who is reading your ad, leaflet or brochure at any one time.
2. People are quietly begging to be led. Most people want to be told what to do, how to do it and why to do it where we don't have the expertise or the benefit. But they're also wary of being manipulated. So give customers as much direction as possible to lead them to a higher level of certainty that serves their best interests.

3. Turn your message into a headline. Would it stand out in your daily newspaper? Avoid headlines with double-meanings or word puns. Some customers won't appreciate them or just won't understand.
4. Simplify and shorten. Less is best.
5. Increase perceived value through better customer education. Generally people will willingly pay more for products as long as they understand and appreciate the value they're receiving.
6. If you didn't believe in your product, you wouldn't (or shouldn't) be selling it. So why not GUARANTEE it ... and shout the fact in everything you do?
7. News sells. What's new then? Tell your customers.
8. How much can you give in order to get business? The power of your offer should never be underestimated. It need not (and in most cases should not) be a discount. Package in extra value ... something for which they have a genuine need that maybe costs you very little to provide
9. Your UNIQUE SELLING PROPOSITION. Your USP should answer the most fundamental question that every customer wants to know: "Why should I buy from you?" Your USP should communicate the most powerful benefit or advantage you offer
10. Try a comparative message demonstrating superiority over the competition on something that really counts.
11. Accurately determine to address the real needs of your prospects and customers. DON'T decide for them. Find out by talking to them directly
12. Do a substitution test by replacing your brand name with the competition's name. If the message still sounds credible, you need to change it!
13. Do the 'selling vs. telling' test. What is your message selling? And to whom? Or are you telling and just providing information?
14. Qualify leads better up front. Screen out quality leads with offers and inducements that link closely to your product so that your prospects can take advantage of.
15. Stay away from overused words and terms ('gold standard', 'optimal tolerability', 'convenient regime' all sound empty). But go for POWER words like FREE, BEST, EASY, POWER. There are around 15 can you find the others?
16. Vary the format of your message: why not use questions, quotes, first-person testimonials etc. instead of usual third person affirmative sentences.
17. People won't appreciate what you can or will do for them unless you educate them with the facts.
18. Don't bore customers into buying your product. Can you be more intriguing? Can you tap into a fresh, new perspective on a benefit area or customers? Be specific and tell the reader precisely what they stand to gain from using your product.
19. Avoid headlines with double-meanings or word puns. Some customers won't appreciate them or just won't understand. Just concentrate on an offer of real value to your customer.
20. Tell people what specific action to take. Once you have shown your prospects the

specific actions they must take to achieve the best possible results, more benefits, greater performance take them by the hand and show them the action to take next.

21. People love to look at people. Use a photograph of you, your team or a delighted customer. It increases the responses you achieve.

A last word

Whatever your niche, large or small, the tactics you have studied are some of the recognised ways to assert a unique point of difference. Each of them represents a way to activate the market, where decision-makers already gather to find ways to nourish and grow their own businesses.

Select 4 or 5 of them and commit to them 100%, stay at it and resist the temptation to wander off in the next new direction or slip back into the known routines of developing promotion activities. Building a business takes time and patience.

I hope these moves help. Try them. You will be delighted with the results.

To read more about strategies to grow your business [click here](#)

Best wishes



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