



Just for Today

turn on your market

*Knowing everything about your market is worth more
than knowing something about your business.*

At our one day workshop, **Marketing for Results**, the main topic of conversation was "Angela, I realize that I don't know *exactly* what my market wants". In fact, it became clear for most that "marketing" was another word for sending out communications specifically for the purpose of selling a seminar/workshop or service without really understanding the impact.

Mass mail marketing (including email) only works with a database of 5000+. Then it truly is a numbers game. For those of us with smaller client bases, we need to know much more specifically what people want.

What do "suspects" need to put themselves in the picture and move into the "prospect", or potential buyer category? They need more "picture this" information - and very little sales. At this point, "sales" will only turn them off.

What about prospects? You both know it's not about "if" it's about "when" they will do business with you. What will help them get closer to that buying decision? More information - more WIIFM language - more benefits and less features - and absolutely, a light but steady hand on the "sales" button.

How well do you know each person in your database? After all - a database has to be more than a "card holder". Where is each person in the process? How will you market to each segment? How long will it take and what will you tell them? You can only answer this if you know where they are in the process and what it will take to sell them.

Just for Today: sort your database into segments - suspects, prospects, and clients - OK, it may take more than today :) . Once you've sorted through, take a good look at what you need to tell them: is it "putting you in the picture" marketing, or "here's how your life will improve"? Segmenting your database delivers "turn on" language - not "turn off".

A handwritten signature in blue ink that reads "Angela". The signature is fluid and cursive, with a long horizontal stroke extending from the end of the name.

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