

How to Talk So People Buy What You're Selling

Presented by

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What is “Marketing”?

- Marketing gets you the **biggest return** for the smallest time and money investment
 - IF you do what works
- Proactive communication that gets customers
- Attracting people to buy what you’re selling

What is “Marketing”?

- All of your marketing should be treated as ***a single Sales Person that sells to many people at once***
 - You’d help an underperforming sales person if they didn’t produce very many sales...

wouldn’t you?

Two Types of Marketing

- **Brand awareness**

- simply refers to the *extent to which customers are able to recall or recognize a brand*

- **Response marketing**

- centers directly on the prospect and their needs
 - can test and track the **results** to quickly know what's working...

and then do more of that

Marketing Mindsets

EVERYTHING is a Test...

- You can test through split (A/B) testing to learn which copy, design, or offer gets the best response
- Guaranteed 20% test success rate on all response marketing pieces... look for a higher response rate
- Keep the winners and tweak what worked and do another split test to make it more effective
- By combining the best winners into a system, you can compound your success and build a lucrative “marketing machine”

Marketing Mindsets

- Marketing is like meditation because you learn the skill of “non-attachment” very fast .
- Marketing is **not** fire-and-forget... it is an active part of your business that **MUST** be constantly evolved and adjusted for maximum leverage.
- You cannot out-source ownership of your marketing.
- Marketing is the single most critical part of your business that **YOU** must understand for **YOURSELF** because it's **YOUR** future on the line and no one else cares about **YOUR** customers more than **YOU**.

Conversational Marketing Formula

The **Conversational Marketing Formula** is how you get more customers.

Implementing the components of the **Conversational Marketing Formula** gives you an immediate edge in converting prospects into leads and then leads into buyers using a natural and easy process.

The Parts...

- Interrupt
- Engage
- Educate
- Offer



The Prospect Conversation

This conversation revolves around two things:

1. The problem your prospect has and doesn't want
2. The result your prospect wants but doesn't have

**You must address the
number one question
in your prospect's mind
...at just the right time**



Talk to Your Customers

You **MUST** understand your target customers and their implicit and explicit needs and desires

- We don't *really* understand what motivates people to make a decision to buy unless we talk to them and **ask**

It's ridiculously important to interview your clientele to find out the **words** that make up the conversation that is going on in their head.

Use the words from the answers to magic questions like:

- Why did you buy from me instead of someone else?
- What helped you choose the product you chose?
- What could we do better?

Talk to Your Customers

Then based on those conversations, pick a handful of them to be on a **Customer Advisory Board (CAB)** for your business.

Most people LOVE to have input into the experience they have at their favorite places.



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Interrupt

This is your **HEADLINE**

- **First thing** your prospect sees or hears
- The “**Ad for the Ad**” – used for getting attention and people judge the content of the ad by what’s presented in the headline and is the highest leverage part of the ad
- Focusing on **individual words** becomes most powerful and you should use as much time writing headlines and sub-headlines as you do writing copy
- Uses the most **powerful words** from your customer’s vocabulary that grabs your prospect’s attention
- Directly targets:
“**The problem** your prospect has and doesn’t want”

Engage

This is your **SUB-HEADLINE**

- **Second thing** your prospect sees or hears
- Answers these questions:
 - **Should I keep reading or listening?**
 - **Is this going to waste my time?**
 - **Is this valuable for me to know?**
- Uses **power words** from your *customer's vocabulary* that captures their full attention and focus
- Can be represented as “bullets” that draw the reader's attention deeper into the ad
- Directly targets:
“**The result** your prospect wants but doesn't have”

Educate

- Focus on what makes you unique
- Check your marketing for blunders
 - “Well, I hope so!”
 - If your **prospect** thinks this when seeing or hearing your ad, then you’re saying the wrong thing
 - “Me too”
 - If your **competition** thinks this when seeing or hearing your ad, you’re not unique and choosing you becomes more challenging



Copycat Marketing

Well, I hope so! – includes phrases like:

- Reliability and Satisfaction Guaranteed
- Reliable, Honest, and On Time
- Quality products/service
- Cleanliness guaranteed
- Customized Solutions
- Fast, friendly service
- Professional service
- Guaranteed Results
- Bonded and insured
- Registered
- Work done right!
- Affordable
- Free Quote



Me too – includes phrases like:

- Locally owned and operated since 794 B.C.
- We have over a billion happy clients
- Need a home to rent? Have a home to rent?
- Charming salon with a relaxed feel
- We service all makes and models
- Available where you live
- Free Estimates

Educate

- Present something that is of tremendous value to a prospect that is having this private conversation in their head
- Provide evidence to your prospect that you and your product or service are exceptional in every way
- Provide specific information that helps move prospects closer to feeling they're making a good buying decision

Talk to Your Customers

As you develop new marketing language, use your **CAB** to TEST it by showing them an old ad and a couple of new versions and asking them questions to gauge effectiveness.



Talking to your customers this way guarantees that you only spend money on marketing that actually makes money.

Notice the “Feel...”

Ask your Customer Advisory Board questions like...

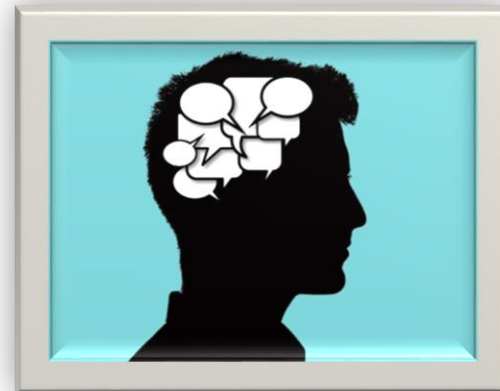
- Do you **feel** the new headline is better at getting a prospect’s attention?
- Do you **feel** a prospect would continue reading the ad after seeing the new headline?
- Do you think a prospect would **feel** that they would benefit more from buying the product or service advertised now?
- Which of the phrases do you **feel** actually improved your likelihood of buying the product or service advertised?

INDUSTRY SECRET: Customers do not interact with your marketing using the logical part of their brain

How to Talk So People Buy?

Enter the conversation
already going on in their minds
using words that they're already saying
targeting a problem they have and don't want
with a provable result they want but don't have.

Everything else is just waste.



Questions?

