

You Know How.....? A Great Marketing Approach®

By Kathy Ellis, The Business Lab Marketing Coach

One of the most daunting challenges businesses face is determining how to tell/sell/share/communicate what they do. The more complicated and complex your business, the more challenging this becomes. One of the best ways to help others understand exactly what you do is to develop a "You Know How...?" story or variety of stories based on who your audience is. In this month's article we'll share ideas on how to develop your story and how to use it to improve your business.

Understand your audience: To convey a compelling story, you first must understand and then be able to empathize with your audience. The audience in this case is your ideal prospects. The story you want to convey to them is why they should be compelled to buy your product/service. Learn everything you can about your ideal prospects — their needs, desires, problems, opportunities, and commonalities.

Tip from The Business Lab: With your team, list your top ideal prospects and write out exactly what you know about each: Company, title, responsibilities, personality traits, problems they are facing, and information on their industry (general to specific on what is changing and why).

Identify the pain and give them a solution: Why should your prospects be compelled to buy your product or service? Start with the pain. The pain is what they currently must endure because they are not yet using your product or service. For many companies, the pain they can alleviate for clients will be the same across the board. For others, the pain issues and resolutions may be different for various clients. Do your best to capture the essence of the pain in a brief sentence that you can relate back to prospects. Once you've identified the pain, then use the You Know How...? introduction to relate to their pain, then offer the solution.

Example from The Business Lab: In this example, the company is offering a marketing system aimed at very small (one to three employees), women-owned businesses:

You know how getting and keeping customers can be so challenging?

Especially if you're the one who has to go out:

- get the customer,
- produce for the customer,
- account for the customer,
- maintain the customer, and
- then go out and get a bunch more customers!

It can be excruciatingly painful.

With the right system in place, however, this entire customer-focused process becomes significantly easier.

And that's what Top of Mind is—

Top of Mind is an effortless marketing system that

- is inexpensive — less than \$20 a month
- is easy to use
- and is a whole lot of fun

We know that by using Top of Mind, you will see immediate results AND you will begin to

- love your customers more,
- love your business more, and
- love yourself more.

In this example we identified the pain as — *"getting and keeping customers."* We enhanced the problem/pain by empathizing with them as to why the pain occurs — *"because you are the one that has to go out:*

- *get the customer,*
- *produce for the customer,*
- *account for the customer,*
- *maintain the customer, and*
- *then go out and get a bunch more customers!"*

This is relevant to our audience because we are targeting very small businesses, and this is a real experience/scenario for those companies.

Our solution to our prospects' pain is our service — *"Top of Mind."* We then go on to explain why this service is the solution to the problem we identified in the beginning:

"With the right system in place, however, this entire customer-focused process becomes significantly easier.

And that's what Top of Mind is... "

Tip from The Business Lab: By knowing what problems your ideal prospects are facing and how your product or service can help, you can create a powerful story to help them understand what you do, how you will solve their problems, and why they need you.

More Information? If you would like to learn more about this important topic or would like to receive our FREE Service Ideas Booklet, please send an E-mail to kathy@thebusinesslab.com, visit our website at www.thebusinesslab.com, or fax a note on your letterhead to 281-374-0569.

Author's Note: Kathy Ellis is a Marketing Coach and the owner of The Business Lab, a full service marketing and graphic design company. We specialize in creativity and helping you think outside the box. We then help you implement those creative ideas through programs including database marketing, websites, interactive CD brochures, company brochures, client newsletters and promotional marketing materials. We share our FREE newsletter with you to showcase powerful marketing tips, techniques, and ideas to help you improve your business. The Business Lab is based in Houston, TX, at 281-374-0170 or by E-mail at kathy@thebusinesslab.com