

WRITING MARKETING MATERIAL

The first thing to do is to switch perspective from your own selling position to see things as your prospective clients/customers will.

First, you need to ask yourself 2 questions:

1. Will your prospective clients/customers feel that the business making the offer understands the problem they're struggling with?
2. Can the business help THEM?

If your copy helps them answer "yes" to those two questions, chances are very good your clients/customers will take the next step.

STEP 1

Name the Who and the Problem with which They're Struggling.

The first thing you want to tell readers is "this is who I help and what I help them with." The point is to elicit a strong "Yes, that's me," in your ideal prospective client/customer's mind so they will want to keep reading.

STEP 2

Specify the Solutions They've Tried which Didn't Work

Why? Address these famous two little words: "Yeah, but."

No doubt you've experienced this when you've talked to prospective clients/customers. You tell them about your product or service and they respond to every claim you make with "Yeah, we tried that but it didn't work." This is normal. They don't want to buy something they already know doesn't work.

The best way to deal with "yeah buts" is to simply acknowledge the solutions they've probably already tried - the ones that didn't work.

STEP 3

Explain Why Those Solutions Don't Work

When you not only acknowledge what your prospective clients/customers probably tried but go on to say in effect, "Hey, what you did was perfectly understandable. That's what most people would have tried. I tried those things and my customers have tried those things." You're demonstrating empathy.

You are also letting them know they don't have to feel embarrassed or ashamed for trying and failing and that they are not the only ones who have struggled to find a solution to their problem.

STEP 4

Talk About What They Need to Do to Solve the Problem

Your reader is probably thinking, "Okay, I understand why what I tried didn't work. So what DOES?"

Here's where you get to address their question.

This is your chance to tell your prospective customers/clients how what you offer is different to what they have tried before and how they will succeed with your service/product while others before failed.

STEP 5

Tell Them Why You're Qualified to Deliver the Solution That Works

Finally, you get to talk about your solution! Specifically, you are going to write about how you are qualified to deliver a solution that works (which you just wrote about in Step 4).

Qualifications you want to refer to can include your personal experience, formal training and education, success stories about how you've helped your clients/customers, and testimonials.

STEP 6

Tell the reader Exactly What the Next Step Is and How to Take It

At this point, a reader who is an ideal client/customer for you, is probably feeling hopeful and excited about learning more about what you do. So you are going to tell them exactly what the next steps are:

- present your service/product
- how they can book/buy it - including CFA ('Calls For Action')
eg 'Buy Now', Phone Us NOW!' ("now" is a powerful little word)

PUTTING IT TOGETHER

Once you complete Steps 1 through to 6, you have all the pieces of your marketing message. The very last thing to do is to write it using "you" instead of "the customer" so it speaks to your customer in a personal way.

You may also want to do some light editing to make sure the separate elements flow well as a single written piece.

Remember to use a customer/client-focused approach ie addressing your sales pitch from the perspective of the client/customer.

Imagine them thinking "what's in it for me?" when they start reading your marketing text.

When they finish, they should know the answer to this question and be ready to contact you or buy your product!