

GOLD DUST SERIES

Those that KNOW more, SELL more...

Why should I buy from you?

A question that every single prospective customer will ask, when they are considering doing business with you...

Do YOU answer it well?

What do you offer, that's better or different to your competitors? Do you make it clear?

I raise this point today, because every time I've previously asked it to people, I get the most worrying answers from business leaders and marketers of all ages - in all sectors - and in so many countries around the world.

Many answer it with varying degrees of arrogance: "We are Brand X. Everyone knows what we stand for." Or garbage very similar...

There are those who comment like this: "We are who we are. We have happy clients and they seem to like us. We must be doing it right, so we don't see the need to look at this point of difference you mention."

I was even told this little gem over lunch in London the other day:

"Andy, we've had a couple of bad years. But now we are doing very well. I'm not sure what has caused this, but I'll take it. I'm not going to start mucking about with anything right now."

Those quotes above - and many others like them - suggest clearly to me, that the Indians will soon be rushing down the hill to surround the wagon trains of these sad people.

And it won't be a social visit. Blood will flow...

If you don't have a point of difference - a USP as it is commonly called - then why should anyone be interested in you? You MUST have a point of difference. Something that sets you apart from the rest.

Because, that's what people buy.

No one is in the slightest bit interested in you, your brand, how long you've been in business, how nice you are - or any other irrelevant dollops of corporate tripe.

They are only interested in two things – benefit and value.

That means in simple terms, what you can do for them, that's better or different to anything they can get somewhere else.

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Why this simple and obvious fact escapes so many companies, is beyond me, I have to say. We're not talking about a crucial element of business here - it is far more important than that.

It should be the key driving force behind every single element of any promotional strategy.

I know a hotel that just sends out flaccid emails, saying basically 'come and stay with us.' They don't give any real solid reason why anyone should. So, they don't...

I know a marketing services company that promotes themselves by showing pictures of the team all smiling in a warehouse. All very nice people by the look of them, but what's that got to do with anyone buying from them?

Nothing at all...

I know at least three printers that believe that if they tell the world how many shiny machines they have - and how their grandfathers set up the business in 1885 - people will flock to their doors.

They won't...

You can frame it anyway you like - but in my book, approaching business this way, is naïve, lazy and potentially disastrous. And, of course, this comes at a time when business is as tough as it's been for a very long time.

And, it's going to get tougher, too. Without any doubt...

So, what is it YOU do, that's better or different than your competitors? Do you know?

If you don't know, then perhaps I can help you find it. Then, of course, help you sell the hell out of it. As you know, I am a direct marketing copywriter. A salesman. I enjoy Hall of Fame status, which kind of suggests that my industry peers feel I'm reasonably half-decent at what I do.

I will make a difference. And I underpin that statement with a personal guarantee. If you don't think my copy is better than your incumbent copy, you don't pay for it. Not a penny.

No invoice will even be raised. And I mean that. This solid guarantee effectively means there's absolutely no gamble on your part at all. If you don't like what I have done, you don't pay.

Anyway, if you have a desire to improve and get more from your future campaigns, you know where I am. Just reply to this email or give me a call. It would be great to hear from you.

If anything you've read here strikes a chord...
I'd be delighted to hear from you.

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