

How To Tell Your Story In The "Consider Us Because" Section On Your Free Listing Form On NiagaraChristianBusinessDirectory.com



What Your Marketing Is Supposed To Do

Separate your business from the competition and eliminate them from consideration. For example, your marketing needs to immediately lead your prospects to the upfront and irrefutable conclusion as to why people should do business with you, rather than anyone else.

If it doesn't, it isn't working right, and you're leaving business on the table for a competitor.

Why Your Competitors' Marketing Can Work To Your Advantage

Much of your competitors' marketing looks and sounds the same - they fail to differentiate themselves. As a result, your prospects are bombarded with a variety of confusingly, similar marketing messages filled with platitudes, generalities and hyperbole.

Your competitors' marketing defaults to "here's who we are, here's what we do, here's how to reach us"; without making it instantly discernable as to why prospects should choose them over anyone else.

This frustrates prospects, who don't come to the conclusion as to who can actually better meet their needs, causing them to defer action, and waste valuable time and effort.

Do...

Be specific, so your prospects will instantly know how they'll benefit by doing business with you, in a way that sets you apart, based on their most intensely held decision-making parameters.

Quantify your proposition where you're able, to produce extra credibility.

Provide a decision-facilitating offer of information and/or decision-facilitating experience in the form of a no cost or low cost/no risk or low risk report (of hard to get information), or a product/service trial, and at least some type of a guarantee. This brings down the psychological barriers that would otherwise prevent people from doing business with you.

Don't...

DON'T use superlatives or generalities that have no major bearing on a purchase decision, e.g. "the best", "the leader", "in business since 333 B.C.", etc.

DON'T be vague, e.g. "People choose us for the quality, service and price".

Examples Of What Different Businesses Can Say In The "Consider Us Because" Section Of Your Free Listing (enter on Free Listing form, and feel free to use similar wording)

Marketing Consultant: Andy McNabb is the one marketing and management specialist in Canada with the ability to document and guarantee clients six and seven figure sales results.

Furniture Store: 1,378 couches, loveseats, chairs, beds, tables, lamps, and more stacked into 8,000 square feet, with new shipments coming daily. Get your free "What's New On The Floor" e-mail every two weeks, showing you the new arrivals.

Paint & Wallpaper Store: We're so sure that you'll love the colours and designs you'll find, that if you're not happy with the colour you picked in one year, we'll replace the cans for free.

Restaurant: At ABC Restaurant, join our birthday club at least a month in advance of your next birthday, and we'll send you a gift certificate for a free entree on us.

Realtor: When you list your home with John Smith, he'll advertise your home for free on "The Home Of The Day" radio feature on radio station CXYZ, every day for a week...or John Smith is the one local realtor that will buy your house from you at list price if it doesn't sell within 90 days of listing with him...or John Smith is the local realtor that will refund you half of his commission back if your house doesn't sell within 90 days of listing with him.

Home Builder: Having built over 729 homes, ABC Builders offers you a free 126 point "126 Things To Ask A Homebuilder Before You Buy" checklist that you can use before you sign with any home builder.

Men's Wear: When you buy a suit, shirt or tie from Frank Jones Mens Wear, to ensure you keep looking and feeling good in our suits, pants or sport coats, bring them back any time for free alterations, within two years of purchase (must keep receipt).

Jeweller: At ABC Custom Jewellers, our free, computerized custom-design process creates the diamond ring design of your dreams - in minutes, before your very eyes. Get your free copy of our report "The 8 Things You Need To Demand From Any Jeweller, Before You Give Them A Dime".

Used Car Dealer: With our 67 point "Must Pass" performance check list for every car we sell on our lot, you'll be so impressed with how our used cars perform, that we'll buy you dinner at <Name of Restaurant>, just for taking a test drive (limit one entree per household).

Florist: When you buy flowers from XYZ Florist, you get our freshness guarantee - if they're still not looking fresh, bring them back within 72 hours of delivery, and we'll replace them - for free. One replacement per original order.

How To Increase Your Sales With The Newest, Most Measureable Marketing, Sales & Advertising Strategies Available Today – Separate Your Business From The Competition, Then Eliminate Them

Is it getting tougher to distinguish your business from competitors? Is there more, low price competition?

Your marketing must lead prospects to say "I'd have to be an absolute fool to do business with anyone else but you"... regardless of price. If your marketing doesn't do that, it's not working right.

At The "Monopolize Your Marketplace" Workshop, You'll Create The Marketing, Advertising & Sales Materials To Make It Happen NOW

This isn't your typical "*sit-on-your-hands-and-listen-to-the-speaker-all-day*" seminar. Instead, it's a "hands on, create the actual systems, right on the spot" workshop. You'll walk away with your own customized marketing materials, so you can begin to start increasing sales & profits, the very next day.

FREE: Get Your Free Copy Of The Monopolize Your Marketplace Seminar Preview Program

Read How Local Businesses Use These

Principles To Generate 6 & 7 Figure Sales

Results – And How You Can Get Your Share.

Email with name/business name/contact info:

info@NiagaraChristianBusinessDirectory.com

