

The Top 10 Ways Not to Attract New Customers!

They say marketing has a bad name. But we maintain that **NOT** marketing has a much worse name. If you are interested in attracting new customers are you committing any of the 10 deadly sins listed below?

10. Make sure nobody can really understand what business you're in.

Use buzz words and industry jargon. Never share the results of what you do or mention how you've helped your customers. Make people really work to see how you can help them.

9. Talk only about features and processes in your marketing materials. Don't include any benefits or case studies of happy customers. Throw in lots of impressive industry jargon and don't worry about professional design or paper.

8. Put up a website with loads of pages about how good you are. Make sure to design it yourself and make it look as amateurish as possible. Of course, obscure navigation, huge graphics files and pages that lead nowhere will keep them coming back.

7. Forget about spell check and proof reading. People don't care



about typos or if you spell their name wrong. Whip out every e-mail as fast as you possibly can. And never put a signature line on your email, let alone a subject line that means anything.

6. Don't ever network. Make sure nobody ever gets to meet you in person and learn who you are and what you can do for them. And if you do happen to show up at a networking event, make sure to sit in a corner messing with your mobile phone.

5. Don't write any articles or do any talks demonstrating to the world that you're an expert and really know your stuff. Make sure to keep all of that a big secret. Also never share one bit of your expertise with anyone unless they pay you first.

4. Don't ask questions when meeting with a new prospective customer. Just give them a long, detailed presentation on all the technical aspects of your work. If they don't understand you, they probably wouldn't be a good customer anyway.

3. Do substandard work as long as you think you can get away with it. Strive for mediocrity and make sure your customers pay for it through the nose. Why should you

work so hard when they end up making so much money from your expertise?

2. Don't return phone calls - ever. Just wait for them to call you back. If they really need your assistance, they'll keep trying until they catch you in. And when they do reach you, make sure to sound impatient and too busy to help them.

1. Disappear. Once you've completed a project, make sure they never hear from you again. If they really need you, they'll call. But don't make it too easy by ever giving them your business card or putting your name in the yellow pages. You don't want to look like you're begging. Have some dignity, for goodness sake!

All tongue in cheek but some serious messages and lessons behind the comments.

How good are your copywriting skills?

Over the years copywriting professionals have used several headline formulas that always work well. Here are our top five:

1. The Question: “Are You Worried About Getting More Business?”

A question headline automatically gets your readers involved in your message, because they answer it in their minds. Many people will read further into your letter, advert, or web site copy just to find out what answer or solution you provide. Make sure the question focuses on the reader’s interest, not yours. A **bad example** would be: “Do You Know What New Product We’ve Created This Year?” (No one cares but you!)

2. The How-to: “How to Get Thinner Thighs in 30 Days.”

”How-to” headlines work very well - because people want information that shows them how to do something. (Thousands of book titles begin with “How to...”) Think of the **benefits** your product/service offers and then try creating some “how to” headlines.

3. The Testimonial: “Jane Smith’s Consulting Is Pure Magic - Our Sales Have

Increased by 30%!”

Why not let your clients do the selling for you? Their recommendations can go a long way in convincing others to use your product or services. Tip: To appear credible, always include your clients’ full name and the name of their company.

4. The Command: “Boost Your Business Today!”

Turn your most important benefit into a commanding headline, such as “Make More Time for Your Family,” “Look Younger Instantly!” and “Get 7 New Clients This Month.” (By the way, throwing a **number** into your headline is another good tactic. - readers seem to like odd numbers as opposed to even.)

5. The News: “Introducing Our New ‘Rest-Assured’ Tax Service!”

Caution: This only works if you truly have something big to announce that is of interest to the reader. (Something that will make life or business better.)

Don’t try to make news out of something that’s not newsworthy.

“No runner ever did the four minute mile without running it first in his/her head!”

As you close down your computer this evening, or straighten your desk before leaving, take five minutes to ask yourself a few questions:

- What went well today?
- What did we do that we’d like to repeat again tomorrow?
- How often did I laugh...or make someone else laugh?
- (The average child laughs something like 800 times a day...the average adult 15 times!)

Rather than going home thinking about the things that didn’t get done, remind yourself of all that did get done.

Then take a minute to dream...

- Imagine your perfect day: new clients, accounts receivable up to date, happy employees, all orders filled on time. Remember, anything that can be imagined, can really happen. And it generally has to happen **first** inside your head.
- We’ve been taught to look at gaps, see how things could be done better, watch the competition and outpace them in quality, timing and cost. Those are all good things to do. However, it’s also critical to appreciate.
- Appreciate the business you started – perhaps all by yourself!
- Appreciate the people who trust you enough to come and work for you!
- Appreciate your customers and suppliers
- Don’t forget to appreciate yourself, your family, and the life you’ve built.
- The movie, “What the Bleep Do We Know” won several awards in 2004. The theme is a simple understanding of a deep subject.... how our quantum world works. One message is: “What you spend time thinking about (either good or bad) is attracted to you.”

So, why not spend time thinking about the progress, rather than the gaps? Dream a big dream. At least you’ll drive home in a happier mood!

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More useful information, advice and tips coming up next month