



Tell Prospects a Story...Not About You

What so many services based organizations fail to realize is that while they may be great at what they do, people don't care all that much. Sure they want to know that the service provider is credible and good at what they do. But it's not the providers job to that story. The provider is merely the creator of good results that the client will tell the world. Stories that clients tell is a backbone of emotional marketing.

Become the Best Storyteller in Your Competitive Marketplace

To get ahead and stand out in the services world you have to tell a story not sell your company. Straight selling is not emotional marketing, you need to tell a story that revolves around your clients. Create marketing material about your clients, create web pages about your clients and use your clients as the main focal point in your PowerPoint presentations.

What are companies doing these days? They are talking all about themselves, their services, their clients, their awards and distinctions and why they're the best. This is a very ineffective way to market. Why? Because everyone is doing the same thing!

Try something different, tell a story about your clients and how they're better now because of what you did for them. Take a photo of the CEO and use it (with permission of course) in your marketing and combine it with a testimonial. Use it in a PowerPoint presentation. How great would it look to have 10 photos of your clients with testimonials under them. This will be sure to get some emotion out of your prospects. After each testimonial you tell a story about what they needed you for, what you did and how they're better because of what you did. That's it! Don't talk about your business and your services. Tell them a story about each one of your clients. Remember it's about them, not you. That's good emotional marketing!