

How to Craft a Simple, Compelling Sales Message that Makes Ideal Clients Say, “Tell me more!”

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Welcome, everyone. My name is Dov Gordon from DovGordon.net

Introduction:

Here’s a bit about what you’re going to get from this training.

Everything I do in my business is designed to help small business entrepreneurs to attract more ideal clients in less time.

If you are a solo-entrepreneur, or the owner of a business with a handful or two of employees, and you don’t yet have a steady, consistent predictable flow of your ideal customers or clients, then what we’re going to cover in today’s teleseminar will help you take a very important step in that direction.

Experience shows that most small business owners and entrepreneurs are unclear as to what they should actually be DOING in order to create a system that brings them a steady, consistent flow of new customers.

For a long time, I was in that boat. I always knew I had a lot to offer people. I just didn’t know how to get them to see it. And I was never lazy, although I was fearful at times, but not lazy.

I did a lot of different things in an effort to get more clients and customer. Sometimes, I had success. More often, I was frustrated. And you can’t feed your family on frustration.

But on the other hand I always felt guided. I always felt that I had had just enough success to keep me in the game. And so I continued.

But my wife suffered. My kids suffered. And I was working long hours, being very “busy” although I often couldn’t tell you what I was very busy doing. I’m sure you can probably relate to that.

But I was looking everywhere for insights. I would read and study and look and talk to people. And I learned an awful lot along the way.

So when I finally came across someone who I felt had the missing piece, the bit of information and insight that I needed, I actually borrowed money to be able to enroll myself in his rather expensive

coaching program. I'm really glad I did. Obviously I knew an awful lot, but there was a little bit that I was missing, and I got that within the first few weeks and my business turned around within the first few weeks. My assumption is that you are also missing just that little bit, that you also already know an awful lot, and if I can help you make that big change in your business, really it's an honor and privilege. And when I say my business turned around, I don't mean I was a millionaire in a few weeks, I mean within a few weeks, I suddenly was doing things differently. I knew how to go about growing my business in a much more systematic way. What happened was I got a whole avalanche of new clients, and I've been building and improving my business ever since.

It's a terrible feeling to know that you have so much to offer through your products and services – and yet, not know how to talk about them in a way that the people you care about, that if they would just buy, then their lives would be so much better... when you do not know how to get them to sit up and notice.

In my years on the networking scene, I've noticed there are two kinds of small business entrepreneurs out there. Those who will always go in circles, and those who will one day break out.

If you've been to networking or industry events, you've probably noticed those people who always stay the same, who always have a reason they haven't succeeded. Their problem is that they're still looking for the secret recipe. They conclude as soon as they find that secret recipe, their business will be easy and grow. The irony is they think they need more information, but as soon as they learn something it's not a 'secret recipe' so they discard it. These are the ones who will always go in circles. We'll talk more about recipes in a moment.

Then there are the ones who are looking to clearly see the Big Picture. And to know their next step. They aren't looking for the secret recipe, they know it won't be easy. But they are looking for a blueprint to define their goals, to help them find the next step. These are the ones who will one day break out. When they get a recipe, they actually make it work.

Imagine an amateur and a master chef each follow the same recipe. The chef will get superior results. The amateur is following a series of steps. The chef is following the same steps but he also has understanding that the amateur lacks.

He understands the properties of each ingredient. How they interact with each other and with heat. And when you take a recipe and implement it on the foundation of deep insight, the results are outstanding.

The truth is this: There are many recipes that could work for you. But what you really need that big picture, to know the next step, and more that anything else – that time in the kitchen experimenting.

Only by cooking over an extended period of time will you develop a subtle grasp, a sensitivity for how the ingredients work and interact with each other. And I'm not talking about cooking now, I'm talking about marketing. And only when you have internalized that insight, will you have the success that you want, a steady, consistent, predictable flow of the kinds of clients that you want.

So in this training I'm going to share with you two things:

1. A recipe. It's a simple one, one you probably are familiar with, but with it...
2. An insight, that can help you follow that recipe like a master chef guiding you through it.

You need to realize this is my insight. You're going to have to take it and use it and develop your own insight, and that's the kind of work that will differentiate those small business entrepreneurs who go around in circles from those who break out of that circle.

Today, we're talking about one piece in the marketing and selling system. A critical piece. You will make noticeable progress on the road to attracting a steady, predictable and consistent stream of your ideal customers and clients.

And therefore, you may decide you want help with some additional steps. Our company works with experts, consultants, professional service firms and many others – just not consumer brands- to create a simple marketing and selling systems that bring you a consistent flow of your ideal clients. To find out how we can help you, just send an email to heretohelp@dovgordon.net

Now, let's move on to the main topic: How to Craft a Simple, Compelling Sales Message that Makes Ideal Clients Say "Yes!"

Let's Dive In:

1. WHY:

It's not enough to get attention. You need interest.

A business owner complained to me that she's on the first page of Google for her search term, she gets a nice amount of traffic, but people come to the website, but then they don't buy. So she gets attention., but she doesn't turn it into interest and into sales.

Look at all the noise out there on Twitter, Facebook, LinkedIn, blogs and ads. Advertising is everywhere. There's more noise out there than ever before, offering ways to get you increased attention. There are consultants who promise to build you viral campaigns, where a lot of people will share your campaign... but only very few of these will go on to make an effect on sales. Because those get a lot of attention, but they don't convert that attention to interest.

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And, when you do get people's attention, they're often skeptical and jaded so you never actually get their genuine interest.

So we need to learn how to get people's interest. Getting their attention is simply not enough.

Many people, like me for a long time, have the more fundamental issue that they can't get anyone to hear about them, notice them, to know that their product or service is different. We will talk about that as well.

So here's the simple recipe, that I'm sure you've come across before, but it's because people don't have the insight that comes after it, they struggle with it.

We've all been told you need your unique selling proposition and so on. Well here's a little template you can use. You may want to jot this down:

THE RECIPE:

**“We help [TYPE OF PERSON OR BUSINESS]
who has [PROBLEM]
to get [SPECIFIC DESIRED RESULT.]”**

The words in brackets are for you to fill in the blanks for your own business.

Here's how mine looks:

**“I help *small business owners*
who *struggle to get enough clients*
to create *a consistent, predictable flow of ideal clients.*”**

So that's the recipe. Now we're going to peel off some of the layers. Some people will fill that in right away, and it will be brilliant, and people will start to notice them. Some people will come up with something and they're not going to feel comfortable with it. So I want to help you walk away from today's seminar either having come up with something final or at least have enough understanding to work on this in the next day or two so by the end of the week you've got it done.

So let's peel off some off the layers.

2. WHAT:

What gets people's *attention*?

- o Noise.

- o A funny joke.
- o Tragic story.
- o Curiosity. Mystery.
- o Good story of success or failure.
- o Etc.

Attention is only worthwhile if you can then convert it into interest. Attention is fleeting, unless you catch it.

What gets *interest*?

- o People are interested in things that have to do with them. “It’s all about me.” People are interested in their issues and their problems.
- o If you’re talking about a problem that I have and don’t want, I’m going to be interested.
- o If you’re talking about a result I want and don’t have, I’m going to be interested.
- o If you’re talking about something that will solve my problem, then I can immediately see how it affects my life. You’ve captured my interest.
- o If you’re talking about a result I want and don’t have – you’ll immediately capture my interest.

This is a KEY INSIGHT: You’re going to want to write this down. Notice this:

You don’t actually CREATE interest. You align with it.

People are already interested in what they’re interested in. You’re not going to change that, but if you come to understand what they’re interested in, and show them how your product is aligned with that which is interesting to them, that concern they have, how your product can solve their problem, it will resonate with them.

Another little nuance: if you are really interested in them, that will give you the insights that you need, to learn about what’s interesting to them. First be interested in the other person.

It sounds obvious, but look around, we don’t see companies talking like this.

This applies to whatever media you use: Social media, print advertising, PR, online advertising. What you want to be talking about is the problems and concerns they have, that’s going to get their attention. You give them some reason to contact you to get some kind of relief for their problem, some kind of taste of the result that they want, and they’re going to start raising their hands, they’re going to start stepping out of the crowd.

3. HOW: How do you go about getting attention and converting it to interest?

ESSENTIALLY: To craft a compelling message, one that gets the attention and interest of your ideal clients, you need to be speaking about a problem that they have and don't want and / or a result they really want and don't have. Problem | Result.

Now, there's a right way and a wrong way to do this, which is why people who follow the recipe without the insight, the understanding of what really makes it work, are going to be frustrated.

There is a right way and a wrong way to talk about the problems your ideal clients have. If you use the wrong way, you won't get their attention or interest. If you use the right way, they will pursue you wanting to know more.

So what's the right way look like?

When you talk about the problem or the result they want, your message needs to have three factors, three qualities:

- **Specific.**
- **Credible.**
- **Customized for me – even when it's off the shelf.**

4. How to Be Specific:

WHY do you need to be specific?

I see a lot of people have trouble with this, but it's really one of the most important things. Without specifics a message won't resonate.

- **AS A CUSTOMER:** Our brains respond to specifics. We need to be able to picture it, to imagine what you're talking about or it'll go in one ear and out the other.
- **AS YOU:** It's easier for you to talk about your product and service: Right now, if it's hard to talk about what you do, it's probably because you're using vague generalizations.

WHAT does “specific” look like?

Let’s look at two of the most famous speeches in American history as examples.

Here’s the idea:

“I’d like to see people getting along. I’d like to see people respecting each other for who they are.”

Does that sound memorable?

But here’s what Martin Luther King, Jr. actually said:

“I have a dream that one day on the red hills of Georgia the sons of former slaves and the sons of former slave owners will be able to sit down together at the table of brotherhood.... I have a dream that one day even the state of Mississippi, a state sweltering with the heat of injustice, sweltering with the heat of oppression, will be transformed into an oasis of freedom and justice.”

There’s imagery, there’s something here we can relate to.

Here’s another example:

The idea in another famous speech was:

“Many years ago, a group of men created a new country on the North American continent.”

But what Abraham Lincoln actually said was:

“Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.”

Which one is easier for us to grasp? Which one is easier for us to relate to? Same ideas, same messages really, but by drawing a picture with words it’s easier for us to picture it in our minds.

Let’s try a more day-to-day example:

Which would you rather have for lunch?

- o A delicious hot fast food lunch.
- o A fresh hot slice of extra cheese pizza, just out of the oven, still sizzling...

I’d imagine you’d prefer the second one, because you can picture it – you can even start to smell it.

The point here is we need to zero in, and in order to be specific, the message needs to be something we can picture in our minds.

A while ago I came across a company's slogan:

"Make your choice work for you!"

I don't know what company does, and I have no recollection who this company is, but I am sure that this slogan does nothing to help their sales, it does nothing to help move any attention they may have gotten into interest.

Can your prospect easily picture how his life will be different after they bought your service? If they can't picture it, they won't buy.

Let's look at a couple more examples:

I was talking to a colleague who consults on databases for associations.

He mentioned that many of his clients hire him to advise them on selection of a database system and setup of the system. But he was looking to get more of them to hire him for help using it.

I asked – "What's the problem they have that you can help them solve?"

He said, "Well, they don't get maximum utilization from their database."

I said – "So what?"

He answered - "So they overcommunicate with their database."

So what? Why is that a problem?

"So they burn out their list."

So what?

"Well, if they people they're emailing don't read their emails, their customers won't benefit, and they won't renew. The CEOs won't be happy."

Ah.

It's not about them utilizing their database better. That's your solution. It's about the result the decision maker wants.

How could it be restated according to the recipe?

“I help association CEOs who are frustrated by members who don’t renew because they don’t feel they’re getting value from their membership.”

This is very likely to get the following reaction: “Really, how do you do that?”

Whereupon he can answer, “Well, we use the database wisely...”

Why not mention databases in the original statement? Because the clients don’t care about the databases. They care about the results they want, they care about retaining their own customers. That’s what they really care about.

What I’m trying to show you is the value of getting very specific about the problems your ideal clients have. It’s not about showing them the method or the tools you use to solve that problem.

Now I’m going to show you three concrete tools you can use to test a problem / result you develop for your recipe.

TOOLS:

- i. **Run it through the Cup of Coffee Test:** Would your ideal customer use that language, would he say it that way when having a cup of coffee, beer or scotch with a colleague after work? Is that how he would describe his problem?
- ii. **Ask “Why?”** Ask the – “So what? Who cares? Why does that matter?” like I did in the example above with the database expert. What happens is you start getting down to the core problem, the real root of what drives people’s decisions.
- iii. **Can you see it? Can you observe it?** Can you observe people “not getting maximum utilization of their database” – not really.

Robert Mager has an example of a statement “My goal is people have more of an appreciation of their environment.” But you can’t observe anybody having a feeling of appreciation. You have to look for things they might do or not do as a result of having more appreciation for their environment.

And it’s the same thing with what we’re working on here.

More examples of using the tools. These are mostly consulting examples, since consulting can be somewhat amorphous to sell. The principles are the same for selling shoes as well.

- TIME MANAGEMENT:

Statement: "I help people better manage their time."

Can we see it, observe it? Not directly.

Ask "Why?" Why does it matter?

Cup of coffee: Is that how they'd express the problem to a friend?

- **THE PROBLEM THEY WANT TO SOLVE:** Ending the day and feeling you didn't get enough done. You've tried different tools, but nothing really helped. You're skeptical about what could work. You start to wonder if there's something wrong with you.
- So the **Simple Compelling Message:**
"We help business owners who feel like they're finishing the day without getting anything done, get organized so they can do more in less time."

- EMPLOYEES:

Statement: "I help businesses increase employee productivity."

Coffee test: Does a CEO whine about "employee productivity", would they talk about how employees don't take initiative, don't volunteer ideas, or do just what's expected...?

Why? "Because I need fresh ideas here. I feel that no one feels a sense of responsibility besides me."

So what? "I'm involved in too many things and unable to do any of them well."

Can you observe it? Can you observe employee productivity? Not really. You can see employees not answer the phone. Or answering it rudely. Or not quickly helping a customer.

So we need to narrow this down.

LET'S GO BACK TO THE RECIPE:

*“We help [TYPE OF PERSON OR BUSINESS]
who has [PROBLEM]
to get [SPECIFIC DESIRED RESULT.]”*

I think we’ve made it pretty clear that talking about database optimization in this message is not going to garner anyone’s interest.

When you understand the REAL, underlying problems and desires that people want to avoid and create, you are ready to formulate a very powerful message, a simple and powerful message that gets people’s attention.

This has given me the opportunity to grow my business, to build systems, to do things in a way that feels like everything is all adding up, where in the past I was running in circles, just doing and doing and doing. I didn’t really understand this key insight here.

We talked about the three factors we needed. Here’s the last two:

5. How to Be Credible:

You can get people’s attention, but in order to catch people’s interests they need to believe what you are saying is true. So how do you create the perception that you are credible?

5.1. Get results. The obvious way is to do what you say you’re going to do.

5.2. Endorsed by others. Have others attest to the quality of your work.

Let’s say your company sells cars. Let’s say you work for Honda, and you have a long history of selling reliable cars for many years. I believe your car will get me to work. I know your car has helped many others.

I was researching something on Google, and I think that almost all of the top results for my search used this phrase to describe themselves: “The most innovative and powerful trading platform!” That’s what these companies are claiming.

But does anyone actually believe that? Run it through the credibility test. A prospect would think: “Yeah, you would say that. Everyone says that.”

Something fascinating comes out of this. When your claim is specific, like we talked about before, it's automatically going to come across as more credible. "I help people grow their businesses" – yeah, well, a lot of people say that. It's not specific to my problem. But "I help business owners get more quality customers in less time," that's very specific, it makes people want to say – how?

5.3. Be respectful of your customers. This is an often overlooked way to build credibility.

You need to really show respect to your prospects, to really see things from their perspective. You really need to have patience with them, to focus on having a significant impact. When you do that, you're not in a rush to make a sale. When you respect them and you care about them, you're really looking to understand them. I've learned so much this way, asking good questions to the people on my list, the people I'm working with, and those insights have helped me bring so much more to the table.

I also know that in the past there was something that kept me from being so respectful of them, and that was my own fears. My own fears about cash flow, about how I was going to pay the bills, those fears about myself kept me focused on trying to close a deal rather than really make an impact. I urge you, if you're in that situation, you have to work on your mindset, your mental toughness, for 2-3 hours a day, act as if you had a million dollars in the bank. What would you do for the people you could help with your products and services if you had no money worries at all? That's really the way to think about it.

Here's the final piece:

6. "How is what you're offering customized for me, even off the shelf?"

INSIGHT:

I need to be able to imagine myself using your product, benefiting from your service.

If I can't picture myself using it, I'm not going to buy.

It needs to be consistent with my self-image.

For example: If you try to sell me something that requires great skill to use and I don't see myself as having that skill, even if it addresses my problem and I believe you it will, because you are credible.... I'm just not going to buy it, because it's not customized for me. It's not a suit I can see myself wearing, so I'm not going to go for it, I'm not going to buy it.

Another example: If you try to sell me a red convertible, it doesn't fit my self-image. I can't see myself that way, I'm just not someone who is going to drive around in a red convertible, even if the price is not an issue. It's just not for me.

Another example: I have a cavity, and I hear you're a good dentist. I call you, we're talking, you have my interest – but then I discover you don't believe in Novocain, you believe in hypnosis. That's fine for some people, it may work wonderfully, but I'm not at a stage in my life where I can see myself getting a tooth drilled without Novocain, and if you can't give that... then this is not customized for me.

Let's summarize

- We must shift Attention to Interest
- Attention can be acquired through noise, but interest is only gained when you discuss:
 - o A problem they have and want solved, or
 - o A result they want and don't have.
 - Your solution must be specific
 - Your solution must be credible
 - Your solution must be customized for me.

- When you first understand the problem your ideal customer has but doesn't want, the results they want but don't have, you can then fill in the recipe, the template.

Now – it's time to get to work!