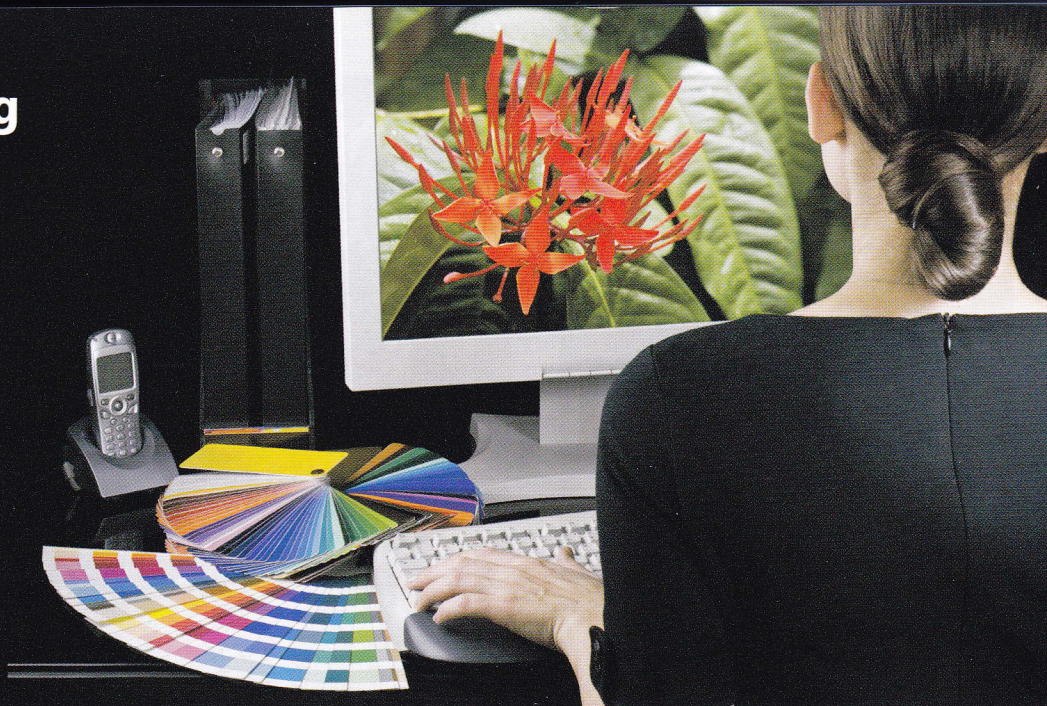


The 'look and feel' of your material will reflect your quality, professionalism, personality, style and business philosophy.



customising your marketing message

Marketing materials represent your business and are the first impression prospective clients see. ANNA CAIRO suggests you periodically review and audit your materials to ensure they are promoting your business successfully.

Promoting your business to your niche area may seem challenging and expensive but, if articulated effectively, it is relatively simple. Communicating your message on many levels is the key. That is why it is imperative to have a range of materials that can do some of the work for you. You'll still need to sell it but if the message in your marketing materials is clear and professionally presented, it makes your task much easier.

It is important that marketing materials be customised for the individual business to represent the business vision as well as the owner's personality. One size does not fit all. That is why gaining templates from the Internet may not be sufficient to effectively promote your business.

5 Tips to use when creating marketing materials:

- 1 Write your marketing materials with your target audience in mind.**
Consider what variations in messages you need for different markets. You may need to have a number of variations that you can use if you have numerous target markets.
- 2 Create a consistent positioning statement.**
It needs to be easy to adapt to each marketing piece. Without such a statement, it becomes much more difficult to sell your message. If you create one, individuals will find it much easier to remember you.
- 3 Produce information that is easy to understand.**
Ask yourself the following questions: Does it flow smoothly without causing confusion? Is it uncluttered, persuasive and involving? Will someone outside my industry understand it? These questions are always a great test to see how clear it is.
- 4 Decide how you want to be perceived.**
Perception is subjective. However, you can still create an environment by your look. Did you want: Formal? Informal? Creative? An expert-in-your-field? This 'look and feel' will reflect your quality, professionalism, personality, style and business philosophy.
- 5 Clearly articulate the one thing that makes you different.**
Point out what separates you from competitors. This will be your unique selling point. It is why clients will come to you.

Keep these in mind when you are writing newsletters, advertising copy, websites, brochures and so on. Always remember people want to buy, they don't want to be sold. Effective marketing materials present an essential message both in the things they say and in their appearance. The more your message reaches out to prospective clients' direct needs and wants, the more successful you will be at having them understand why your service or product has value to them.

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