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Creating Marketing Fireworks

By Charlie Cook

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by: **Charlie Cook**

If you live in a small town like mine on the Connecticut coast, you will spend the 4th of July watching fireworks, along with everyone else in town. Why is it that people love fireworks?

Fireworks grab attention with a dazzling display of color and lots of noise. Unlike the sparkers you can hold in your hand, the sound and size of fireworks can't be ignored. Imagine if your marketing was as effective at getting people's attention!

Diane was starting a new business coaching service and came to me looking for marketing fireworks. She knew that she needed a marketing message, one that described what she did and would get her prospects' attention. Her dilemma was that she works with clients to solve numerous types of problems and instead of having one marketing message, she had a laundry list of them.

Solving lots of problems is good, but when you are trying to communicate what you do, it's the equivalent of a handful of sparklers as compared to having one large attention-getting display.

In order to grab prospects' attention Diane dispensed with her laundry list of messages and replaced it with one umbrella marketing message. Here's how to get started on your own marketing message.

1. List the concerns of your target market relative to your services. This should generate a list of 10–30 problems you solve.
2. Organize your list in order of importance to clients. What is your clients' primary concern?
3. Use the most important client concern on your list as the basis for your marketing message. If you don't have a summary sentence, then write one.

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In our town when a particularly spectacular firework goes off, the audience oohs and ahhs. You may not get oohs and ahhs from your marketing message but you do want it to prompt prospects to action.

When you use your marketing message, fireworks or at least a spark should ignite in your prospects' minds when they make the connection between their needs and your services. If your marketing message has done its job, people will ask you how you do what you do or contact you for more information.

With a brilliant marketing message you'll grab your prospects' attention, increase opportunities and see your sales explode.

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The author, Charlie Cook, helps service professionals and small business owners attract more clients and be more successful. Sign up for the Frée Marketing Plan eBook, '7 Steps to get more clients and grow your business', full of practical marketing tips.

Professional Fireworks Displays

By Bob Fruglas

There is nothing that can add excitement to an outdoor event quite like professional fireworks displays. Though most fireworks displays happen at the end of an outdoor event, just knowing that there will be fireworks helps set a festive mood for the event from beginning to end. Professional fireworks displays do not have to be only relegated to the 4th of July, either. These days, weather permitting, you can see professional fireworks displays at company events, large family barbecues and reunions, birthday parties, weddings, and any other type of party or celebration.

The key factor when it comes to professional fireworks display is that they are just that – professional. Although anyone can have fireworks displays on the 4th of July using smaller fireworks that are legal within their state, many professional fireworks displays consist of medium to large elaborate fireworks, most of which can be seen for miles. Professional fireworks displays can even be done using smaller displays that can actually be done indoors, or in smaller areas such as backyards. These types of fireworks displays must be set up and presented by trained, licensed pyrotechnic technicians, who should carry insurance that covers not only themselves, but the people who hired them. The insurance should also cover the property where the professional fireworks displays will be held.

Professional fireworks displays are for the whole family to enjoy, but before parents take their children to see some, they need to set some safety rules. Although the companies who set up the fireworks displays take care of all the safety aspects on their end, it is still wise to teach children about the possible dangers that fireworks can present. Since most professional fireworks displays are viewed from quite a distance away, many young children don't realize that fireworks are dangerous, and that

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being too close to them can result in possible burns, or worse. Though it's not necessary to frighten children with horrible stories about fireworks accidents, you can still tell them that certain precautions need to be taken around fireworks. For very young children, you can use comparisons like stoves or fireplaces. When watching fireworks displays, you should always keep young children near you at all times. Watching professional fireworks together as a family can be a rewarding experience. Fireworks bring out the children in all of us, and parents and children will delight in being able to point out their favorite fireworks.

Professional fireworks displays as part of corporate events, weddings, birthday parties, or other celebrations can add a special flair. Guests of these events will be entertained and delighted by this added attraction, and the fireworks displays will be something that can be remembered for years to come - especially when they are caught on photos, DVD or video. For weddings, some of the wedding pictures could include fireworks displays in the background, making for memorable photos. This could also be done with birthday parties or family reunions, where professional photos are often taken. If you will be having a professional photographer at an event where there will be professional fireworks displays, be sure to tell the photographer ahead of time that you will want photos with fireworks in the background, as the photographer may need to bring along special lenses or filters to capture the fireworks effectively.

The best thing to do if you are planning a big event and want to include a fireworks display is to find a reputable fireworks company that will work well with you. Ask for references, and be sure that the company and its technicians are licensed and insured. Write down all of the questions that you would like to ask before you speak to a fireworks company, so that you will not leave out anything important.

Bob Fruglas writes for Pyromania Displays, a professional fireworks company based in Guildford, England.

Pyromania Displays set up firework displays throughout

the UK. Events include wedding fireworks and corporate fireworks displays.

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