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**Differentiate Yourself And Attract More Attention, Sales, and Profits**

**By Robert Boduch**

Differentiate and you stand out in a crowded marketplace.

Present your uniqueness and emphasize your rare attributes in your sales copy and promotions and you'll capture the imagination and interest of those you want to reach.

In a world of copycats, it pays to be an original. It's usually the creator of a new concept who gets the most mileage from it. Innovative entrepreneurs often become market leaders while competitors keep doing things the same old way - until change is forced upon them. Differentiate or die.

Challenging the way things have always been done can lead to creative new options that reward you with a windfall of profits.

Differentiate your business and you attract attention. It's new, different - even revolutionary - and it's the kind of thing that generates excitement and creates a stir in the market. After all, few new customers would be drawn to you -- if you were doing the exact same thing, the exact same way as everyone else.

Consider this question... "What Could You Do To Differentiate Yourself, Your Business, Or Your Product In A Way Prospects and Customers Would Appreciate?" Another thought to ponder is this... "What Traditions Could You Break That Would Capture Attention And Interest?"

Putting an effective new spin on your business should be done with the needs and desires of your customers and prospects in mind. Differentiate from their point of view.

What changes can you implement that would make customers say "Wow!"?

Think in terms of what people want. Essentially, they want to be served better, faster and with more convenience. They want to be entertained. They want to solve problems with less effort. They want instant gratification. They want respect and to be treated as VIP's (which customers are, of course). They want to do business with companies that care about them, their environment, and the world at large. Differentiate in a way that appeals to these desires.

## Differentiate Yourself And Attract More Attention, Sales, and Profits

Look at every facet of your business and compare the way you do things to the way competitor does. Are you operating in a similar manner? How might you do things differently? What changes could you make in that area that your customers would truly appreciate and value?

Differentiate and you gain a huge advantage.

Re-invent your business operations and marketing materials as though you were the customer. Design everything from the customer's point of view. Take "tradition" and turn it upside down. Recast your business. Make it more user-friendly and benefit-oriented. Blaze a new trail... even if it means re-inventing your entire industry.

Let's look at a few simple examples.

Many retail stores have their cash registers right up front - near the entrance. Couldn't that prime real estate be better used to display enticing new merchandise and lure in more customers? PJ's Pet Centres does this well. They've cleverly placed a large cage of adorable puppies right outside the front entrance. Few people can walk by without a short visit... and many of those are drawn inside the store.

Some entrepreneurial-minded restaurateurs do the same thing with their kitchens. Patrons find it interesting and entertaining to watch the chef expertly prepare a multitude of culinary delights. At the same time, most competing kitchens are at the back of the restaurant and out of the way, so no one ever sees inside.

East Side Mario's has done something unique to differentiate itself. They know that desserts are among the most profitable items any restaurant can offer. So they don't employ the traditional dessert tray or standard menu. Instead, they present beautiful color slides of their delicious, mouth-watering creations in a View Master. A View Master is a small plastic toy -- about the size of a camera - that you hold to your eyes and click to change the image shown. Who can resist viewing each one of their specialties? It's a fun, novel way to unveil delicious treats. Everyone gets a chuckle out of it the first time around and I'd be willing to bet that more people buy dessert because of it.

Take a close look at your business and industry. What is considered "standard practice"? How might business be done differently? How could you change things in a way that creates interest, desire, curiosity, and more sales?

In a world of apples, it pays to be an orange.

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Robert Boduch is an author of dozens of best-selling books, reports and articles on the art and science of selling. A free newsletter targeted at anyone interested in selling more of anything is available at

www.makeyoursalessoar.com

## **4 WAYS TO GET YOUR PROSPECT'S ATTENTION FAST**

**By Bob Leduc**

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Can you remember the last dozen advertising messages beamed at you today? Can you remember even one of them? Most people can't.

This illustrates the biggest obstacle you need to overcome to successfully promote YOUR product or service. You must capture your prospect's attention in the first few seconds or your sales message will be ignored. This is especially important on the Internet where a visitor can simply click away from your website — forever.

Here are 4 proven techniques you can use to quickly capture a prospect's attention. They apply to all media including the Internet.

### **1. MAKE A DRAMATIC STATEMENT**

Did you ever write a headline for an ad, web page or other sales message? You probably used a dramatic statement. It's the most obvious way to get someone's attention. For example:

"Lose 8 Pounds In The Next 2 Weeks Without Dieting"  
"My Doctor Uses These Nutritional Products"  
"Double Your Sales And Reduce Your Advertising Expenses"

TIP: Your dramatic statement will be most effective when it describes a major benefit for your prospect.

### **2. SURPRISE THEM WITH SOMETHING UNEXPECTED**

Unexpected surprises always attract attention. It's often negative attention caused by something going wrong. But you can also use an unexpected surprise to attract positive attention. It happened to me last week.

The office supply company I use sent me a letter announcing

an automatic \$50 deduction off my total bill for this month. I immediately placed an order for items I wasn't planning to buy for another month or two. I even stocked up on several items I normally buy elsewhere. Their unexpected surprise

got my attention and generated a large order during a month I hadn't planned to order anything.

### 3. ASK A PROVOCATIVE QUESTION

I once saw a direct mail letter that began with the question, "If you're such a smart executive why aren't you making a six figure income?" Not many executives could resist reading that letter, especially if they weren't making a six figure income.

Provocative questions startle your prospects and compel them to find out more. Here are 2 more examples of provocative questions:

"Why are you paying so much for your health insurance?"  
"Do you really expect to get rich working for somebody else?"

### 4. GET PERSONAL

Personalization also attracts immediate attention. Your personalization can be individualized or group oriented.

Use **INDIVIDUALIZED PERSONALIZATION** when you're communicating directly with one person by email, postal mail, telephone, etc. Use your prospect's name. It's the number one attention grabber. Merge it into the subject line and the opening line of your email message. Do the same in your postal mail. Include other personal information you know about them. But be careful not to overdo it.

You can personalize with a name when you're communicating directly with one prospect. But how can you get personal with a prospect visiting your web site, reading your ad or listening to your radio commercial?

Use **GROUP ORIENTED PERSONALIZATION** when you're **NOT** communicating directly with one person. You can get personal by referring to known characteristics of prospects in your targeted market. For example, use phrases like:

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"When you started your business..." for business owners.

"Your favorite NFL team..." for sports fans.

"Every mother knows..." for women with children.

Group Oriented Personalization isn't as effective as using a person's name. But it still attracts attention because your prospect can react with, "that's me".

Take some time today to plan how you can use these four proven techniques to attract more attention to your sales messages. The results will probably surprise you. So will the increase in your sales and profits.

Bob Leduc is a Sales Consultant with 30 years experience in generating low-cost leads. He recently wrote a manual for small business owners, "How to Build Your Small Business Fast With Simple Postcards", and several other publications to help small businesses grow and prosper. For more info: Email: [BobLeduc@aol.com](mailto:BobLeduc@aol.com) Subject: "Postcards" Phone: 702-658-1707 After 10 AM Pacific Time/Las Vegas, NV



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