

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Distinguish Your Business From The Competition

By Biana Babinsky

Distinguish Your Business From The Competition by Biana Babinsky

You followed time-honored online marketing techniques to the letter: you have a great web site, the site has a high search engine rank, and you created a compelling marketing message that showcases your unique selling proposition. Unfortunately, your competitors are reading the same playbook and are implementing the same marketing strategies. The net result is that a potential customer found your web site, but also found the sites of your most savvy competitors. How can you get a marketing edge in this situation?

Distinguishing your business from the competition is essential for growing your customer base. Here are three techniques that will give your business crucial marketing sparkle:

Distinguish your web site. Many entrepreneurs get a web site template and content from their parent company and use it as-is, without modifying anything at all. Since all of the representatives get exactly the same site template from the parent company, how are you different from all of the other representatives? There is nothing wrong with either the template or the content, and it is perfectly acceptable to use a cookie-cutter web site for selling to your existing customer base. However, to attract new customers, you must distinguish your business.

Provide superior customer service. Your customers might not be ready to buy the first time they visit your web site, but they are likely to have questions or concerns about your products or services. Make time to reply to their questions within 24 hours so that you can showcase your customer service. If you are not paying attention to them when they are potential customers, how much attention will they get once they are actual customers? Note that you must provide excellent post-sale customer service as well — stellar pre-sale service that becomes non-existent after the payment has been processed is a great way to lose the customer you just acquired. Customer retention should be the cornerstone of your business strategy — acquiring a new customer is an order of magnitude more expensive than retaining an existing customer.

Have a clear and simple message. How many times have you met someone during a networking event, heard their 2 minute speech about their business, and still had no idea about what they were promoting? Worse yet, how many times have you visited a web site and had absolutely no idea what the web site was promoting? Do you know how to "leverage synergy of client-centered intellectual

Distinguish Your Business From The Competition

capital to achieve strategic dominance in the interactive state-space"? Neither do we. Make sure your web site states clearly what you offer and how to order your products. (We recently spent several minutes on a site wondering where the "buy" button was). If you offer a wide variety of products or services, list a few of the most popular ones on top-level pages, and link to additional items. It is better to tell your customers about two products and have them remember what they were than to tell them about 2,378 products and have them remember none.

Distinguishing your business from the competition is essential when you are marketing to potential clients. It will mean the difference between closing a sale and losing that sale to a competitor.

Give Them More Than a Sales Pitch

By Ron Sathoff

Give Them More Than a Sales Pitch by Ron Sathoff

If you're like me, you probably get a massive number of email offers each day. Because of this great growth in the volume of email, you'll need to find some way to distinguish your email sales message from those of the competition. In order to make your sales letter stand out from all the rest, you have to find a way to offer your customers something a little "extra."

The best way to do this is to offer your customers some sort of information that they can use. This information should be related to your product or service, but shouldn't be directly connected to it. For instance, if you are marketing a piece of accounting software, you might want to offer your customers some useful tax tips or money-saving advice.

You could also offer your customers some form of entertainment: amusing stories, "news of the weird," interesting trivia, or just a good joke (of course, I'd keep it clean!). Any of these will capture your audience's attention and get them to read your message. Once you have their attention, it will be much easier to get them to read about your offer.

You might even be able to turn a series of sales letters into a "lesson plan" or "mini course" for your clients -- most customers won't mind reading a sales pitch at the end of each of these messages, as long as they are getting something out of the messages -- and as long as they aren't paying to get the information!

Another added benefit to this approach is that it will help build your credibility, especially if you are offering useful advice or

Distinguish Your Business From The Competition

information. If you can provide your customers with information that makes their lives easier, they will be grateful to you, and will see you as someone who is worth listening to. Keep giving your customers this kind of service, and they may actually start looking forward to getting your messages — imagine THAT happening with a standard email sales letter!

As email becomes more and more popular, competition for our customers' valuable time will become keener. One of the best ways to distinguish ourselves from our competitors is to provide information that goes beyond just "the sale." By going beyond the

immediate chance to profit, we can build relationships that can be mutually profitable to all involved for a long time.

Ron Sathoff is a noted speaker and manager of DrNunley's <http://InternetWriters.com> He provides copy-writing, marketing, Internet promotion, and help for business speakers. Reach him at atron@drnunley.com or 801-328-9006.



This Free E-Book has been brought to you by Natural-Aging.com.



100% Effective Natural Hormone Treatment

**Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**