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Finding Your Client's Business Problem Leads to Better Copy

By Neroli Lacey

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WHAT'S THEIR PROBLEM?

How do you begin a dialogue with a prospect, be it in person, on your website or in print?

You talk about your client's business problem.

What IS your client's business problem?

Answering this question is the hardest part of marketing. What we all do instead, is focus on our solution, i.e. "what we do."

"We sell network management software."

"We are a business-oriented law firm."

"We trade commodities."

Worse still, we continue talking about ourselves: how many employees we have, how many years we have been in business, where our head office is.

Let's think again. Are you worried about the vulnerability of your IT systems today? Do you dread losing your information assets? Aha, our network management software has worked wonders for clients just like you.

Are you thinking of expanding your business? Do you know how to find an experienced team that knows your industry backwards and can deliver. Are you looking for a team that has done this kind of transaction for many years. A team with the best experience and knowledge of your industry in the

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country? We don't just deliver wordy legal contracts, we deliver cost-effective business solutions.

Do your clients want specialty products delivered in exactly the way your clients want to receive them, sometimes in custom format? We don't just trade commodities, we deliver service and quality every time, in just the way you want it.

Every good piece of marketing collateral starts by setting out the business problem. Because reading this, your client will say, "finally, someone who understands what I am struggling with." This is your "hook." The hook requires empathy. Later you will apply logic. i.e. why your service is the ideal fit for his problem.

How often do you put yourself in your clients' shoes and wonder what she struggles with? I've seen how hard this is with every client I have ever worked with (save one, he just needed a writer to set out his thoughts on paper.)

I have also seen how transformative it is to do this exercise. When you really understand what your clients' problem is, you also understand the nuances of your solution. Doing this work becomes an exercise in strategy. It helps you answer what you are about in the marketplace.

It positions you. "Positioning," means defining exactly who your ideal client is, what they really want and what you are really really good at. Position yourself correctly and you knock your competitors out of the game.

How important is it to begin your dialogue with your client's business problem. It is crucial. Good writing (and good talking) is good thinking.

Do you have a robust marketing plan to execute against? How clear and persuasive is your website, brochure copy or direct mail? Call Neroli Lacey NOW to win more business TODAY.

CALL ++ 612. 215. 3826 NOW

or email:

I'm Neroli Lacey of Beyond Communications Inc. in Minneapolis, MN. I've been helping executives transform their businesses and their lives with outstanding marketing materials since 1995. VISA, 3M and Perot Systems are some of my bigger clients. I have worked with clients in Boston, San Francisco, Dallas, Austin, Minneapolis, London, Paris, Amsterdam, Dublin and Delhi. I used to be one of the top journalists in Britain writing for The Times, The Sunday Times, The Daily Telegraph, The Independent, The Guardian, The Evening Standard, New Statesman, Vogue and Tatler.

Before newspapers I was an investment banker. I grew up in London, England, studying Latin with Greek at Bristol University.

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Lead Generation Using Traffic Exchanges

By Jimmy Boyd

Leads have always been the lifeblood of any business. If you have no leads, you have no business. Everyone knows that, but the thing killing everybody out there is how to get leads for your business without going broke in the process.

There are many ways to drum up business, but the focus of this article is the use of viral techniques you can use to create leads for your business.

Viral marketing comes in many shapes and sizes, but the best way to get started with viral marketing fast is to use traffic exchanges.

The problem that people run into with traffic exchanges is they try to use some self-replicated website, thinking that if they just show the page enough, someone will buy.

Sorry, but this doesn't work. I have used traffic exchanges for years, and I can tell you straight up that they work and work for one purpose only: LEAD GENERATION.

So, how do you use traffic exchanges for lead generation?

It's actually quite simple. All you have to do is set up a simple page like this with an opt-in box.

You have the right to copy this page if you want. Just right click on the page, and you will see the menu pop up. From there, click on Source or View Page Source, and you can copy and paste that HTML and modify it with your details.

You will also need an autoresponder service to handle your leads. I highly recommend SendFree for this purpose. They have a free 30-day trial on their Premium Service, which is nice because you will need a little time to start getting leads for your list.

Now, go and find some traffic exchanges and promote that lead generation page in those exchanges.

This works. It absolutely works like a charm. We get lots of subscribers using this page with exchanges. However, it's a bit tiring to use the exchanges EXCEPT MillionDollarTraffic. This the best exchange we have used because the pages simply pop up for you.

Here is an Action Plan you can use to help you get started getting your own leads from MDT.

Each time you close the special browser, you get credits to show your page. The conversion rate on

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this kind of exchange, which I believe is the first of its kind at the time of this writing, is much better than timer-based exchanges.

Jimmy Boyd teaches you how to get leads for your business using free viral techniques. Learn more about getting your own leads with our free membership site.

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