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How To Develop Your Unique Selling Proposition Using Timing And Color

By Steven Boaze

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Every item you advertise and every word and illustration you use becomes a part of your company's image. Your ability to develop a USP (unique selling proposition) depends on your knowing what you want your image to be and then doing those things and only those things that reinforce that image.

A men's clothing store can become the store with fashions for the man who thinks young. A nursery can create the image of the home of the talked to plants that will respond to you. A car dealer can develop a following and a reputation for his automatic three year trade in plan. Once you have arrived at a USP that you think will appeal to your customers, translate the idea into a selling slogan of three to ten words that can be used as the theme of your advertising campaign. Use it consistently until your customers learn to associate your business with the selling slogan.

If you want to position your business in the marketplace, select your target market. How old are they? What do they have in common? What are their goals and ambitions? When you have learned all you can about them, go back and learn more! Then start talking to them, and only to them, in your advertising. Talk to them about themselves and their desires. Then tell them how the goods or services you sell are perfectly suited to helping them achieve those desires.

Timing Each Ad for Impact

While your budget will tell you how much you have to spend each month, you must refine your plan to know how many ads will run each week and on which days. In planning your ad insert schedule, be aware that the best results are obtained by strengthening already strong sales days, not by trying to make bad days better. If large employers in your area have payday on the first and fifteenth of the month, time your advertising to coincide. If you use more than one medium, attempt to coordinate your efforts by scheduling a radio blitz to coincide with a big print campaign or special store event.

Using Color

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Adding color to a black-and-white advertisement not only increases readership, but can substantially increase the sales response. Retailers, however, frequently use too much color in their ads. Remember, color works because of its contrast with non color areas; use it in one or two strong clustered areas rather than scattering it throughout your ad. Keep in mind that colors also communicate psychologically. Here are a few popular colors and their common associations.

- ⌘ Red – Suggests excitement, heat, strength and is a good color to use in a sale ad.
- ⌘ Yellow – Conveys brightness, airiness, refreshment. Warning: yellow gets lost on white paper, so always surround areas of yellow with a border of black or another dark tone.
- ⌘ Blue – As a cold color, can convey formality and haughtiness in its darker shades and fragility, daintiness and youthfulness in the lighter tones.
- ⌘ Orange – A color of warmth, action, power.
- ⌘ Green – Another cool color, suggests cheapness and coldness in its darker tones while conveying freshness and crispness in its lighter shades.
- ⌘ Purple – A color of royalty and stateliness.
- ⌘ Maroon – Suggests luxury, solidity, quietness.
- ⌘ Brown – Implies age, wholesomeness, utility.
- ⌘ White – Means purity, cleanliness, chastity.
- ⌘ Black – Conveys mystery, strength, heaviness.

Research on the productivity of color in newspaper advertising invariably shows increased readership as well as increased sales from ads that use color. Adding color raises the cost of the ad, but the increased results are substantially greater than the increased costs.

Steven Boaze, Chairman, is The Owner of Boaze.com Corporate Web Solutions. Steven is the Author of two successful Books, thousands of articles featured in radio, magazines newspapers and trade journals. Steven has 25 years experience in journalism, copywriting, certified Web Developer.

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Want to Increase Your Online Sales? Make Sure That Your Web Site Has a Unique Selling

Proposition

By Gerardas Norkus

If you own a web site or if you are going to build a new one, the most important thing about your site is to achieve as high as possible visitors to sales conversion rate.

Although they say that "the traffic is king online", if your website converts poorly, your online business will fail, unless you receive tons of free traffic which I doubt.

On the Internet today every website has competitors. So, in order to have a high conversion rate your online business should have a unique selling proposition, sometimes also called "unique value proposition" (USP or UVP).

What is this unique selling proposition? Your USP is the biggest unique benefit to your prospects. A benefit is an answer to your customer's question of "What's in it for me?" You should tell your prospects what makes doing business with your company better than doing business with your competitor.

Here are some guidelines for creating a compelling unique selling proposition – USP:

Write down every possible reason you can think of why someone would want to do business with you. Review the list and eliminate everything that is also true of your competitors. If a competitor can make the same claim, it's not a "unique" proposition.

Some quick guidelines:

1. What is unique about your service compared to your direct competitors?
2. Which of these factors are most important to your prospects?
3. Which of these factors are most difficult for your competitors to imitate?
4. Which of these factors can be understood most easily by

your prospects?

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Rework your USP until you have it simple and clearly defined that your customers can instantly identify with. USPs work best when they are a sentence or two for the most.

Lowestfare.com is an example of a company whose unique selling proposition is clearly defined in their domain name. This company provides the lowest air fares in the air travel industry.

If your business doesn't have a unique selling proposition, you must create one in order to be successful on the Internet!

When you have your USP, you should present it in your web site's headline, web copy, in every ad, do so year after year, and... remember that you must deliver what you promise.

When writing your web copy, it is also important to understand that there are four online personality types, and they look for information that specifically answers their questions. Note that sales conversion rate also highly depends on personality types:

1. Competitive/Assertive personality – answer "What can your solution do for me?" question.
2. Spontaneous/Amiable – "Why is your solution the best for me?"
3. Humanistic/Expressive – "Who has used your solution to solve my problem?"
4. Methodical/Analytical – "How can your solution solve my problem?"

So, try to answer all above questions (What? Why? How?) in your web copy or sales letter.

After your website is up and running, in order to further increase sales conversion rates of your online business, you should run a split-testing, or A/B test, on your web site.

Note that direct marketing professionals don't guess – they base their decisions on statistics.

What is a split run?

A split run is where you measure a new idea or way to sell

a product against a control or default that you know works.

So, you might have two pages of sales copy – one that you know sells 2% to a targeted audience, and another that is selling the same thing but at an unknown rate.

To do the split–testing online, you should have a decent measurement system that accurately records the number of people arriving at your web site and their actions (leads, sales).

You could test different headlines, graphics, background/text combinations, link colors, buttons (buy now, order now, buy, order), you can even test paragraphs of content. There is nothing on a website that cannot be split–tested.

Any of these changes affect your sales conversion.

After you have run a split–test, you should find out if your test results are statistically significant.

Use SplitTester. This free tool will tell how likely two ad copies are to have different long–term results:

<http://www.splittester.com/>

So, before thinking about how to drive more traffic to your web site, first make sure that your web site has a unique selling proposition (USP) and converts well.

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Imitation, The Smartest Form Of Flattery

USP on eBay

Your USP – Unique Selling Proposition

Do you have a unique selling proposition?

The Power Of Laughter

About Niches

Fly In Ads Creator

Software Empire

Ebook Authors Interviewed



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