

Remember what your mother told you (Repetition WORKS!)

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

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**By Claire Cunningham**

What message from Mom (or Dad) sticks with you? Is it "Always wear clean underwear"? How about "If you can't say something nice, don't say anything at all"? Or is it something else entirely? Mine is "Clean your plate." (This could explain the excess poundage around my hips!)

These bits of advice stick with us for one big reason - REPETITION. You and I heard these messages again...and again...and again.

That's the marketing communications lesson for the day. If you want your audience to absorb your message, repeat it. And I don't mean two or three times, either. Current wisdom says it can take nine or more repetitions for a message to sink in.

Wondering why it takes such an effort to make an impact? Consider these facts.

- \* Your target audience is probably inundated with messages. It takes an effort to break through the clutter. Repetition, combined with an intriguing presentation, will increase your odds of being noticed.
- \* Prospects buy when they're ready. You need to be out there consistently to capture the prospect's attention when he or she's in purchasing mode.
- \* We retain only about 10% of the information we're exposed to each day. Repetition increases the chance your message will be part of that lucky 10%.

So repeat, repeat, repeat your core message. But you don't have to use the same vehicle over and over. The most successful marketing communications programs use a variety of techniques to deliver a company's message: publicity, direct mail, advertising, trade shows, web site, literature and more.

Mixing it up increases a program's effectiveness since prospects get the same message in a variety of forms. It can also make repetition more affordable.

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Claire Cunningham, president of Clairvoyant Communications, Inc., helps companies jumpstart their sales with increased visibility. She shares her expertise on her web site

<http://www.clairvoyantcommunications.com>

and through monthly e-newsletters, Communiqué and

Communiqué–Small Business. Avoid costly errors with Claire's "Top Marketing Communications Mistakes Companies Make." Call 763–479–3499 or e-mail

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## **Use Repetition to Increase Your Sales**

**By Lisa Lake**

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Repetition will increase your sales.  
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Have I made my point? Probably. You certainly know what this article is about, don't you. Now let me tell you a little story:

Once upon a time there was a beautiful girl named Trixy. Trixy was the most beautiful girl in the kingdom. She was so beautiful that Prince John fell madly in love with her beautiful face. But Trixy, who was incredibly beautiful, thought she was too beautiful even for Prince John. So Trixy decided to join a rock band and be a backup dancer. The End.

Without looking back at the story, can you recall what the prince's name was? Maybe you can and maybe you can't. But, without looking back at the story, can you tell me what was so special about Trixy? You most definitely can. And why can you remember what was so special about Trixy? Because I repeated it about six times!

This same principle can be applied to your marketing to help people remember your message. I often see commercials on

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television that impress me as clever and visually engaging, but ask me thirty seconds later and I won't remember the name of the product being advertised. I don't have a faulty memory. I just need things to be pounded into my head sometimes.

Your advertising should definitely not use as much repetition as my story did. However, you do need to figure out what is the most important thing to communicate to your potential customers hammer that point home. If you are having a sale, you need to emphasize that you are having a sale. If you are advertising to get your name out, you should repeat your name and address at least twice.

Don't be afraid that people will find your advertisement annoying. Many people only listen to advertisements with half an ear. Advertising becomes like subliminal messaging. It is always going on in the background, even if no one is paying rapt attention to it. We can all recite certain logos and jingles, even though most of us don't make an effort to memorize them.

Don't just repeat yourself in your ad. When you find your target market, advertise where you think people will hear it and do it over and over again. There is a local jeweler who advertises constantly on every radio station I listen to. I always know when they are having a sale and what will be on sale. I will also remember their exact address until my dieing day.

Repetition is one of the best marketing strategies you can use to convince people and help them remember your name and your message, so you better use it. Don't make me repeat myself!

Lisa Lake has created a list of top ways to promote your business or career. See her <http://MyAdBlaster.com> Lisa also writes adcopy that sells for DrNunley's <http://InternetWriters.com> Reach her at <mailto:lisa@myadblaster.com> or 801-328-9006.

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