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TARGET PRACTICE: GETTING YOUR MESSAGE TO THE RIGHT PEOPLE

By Meredith Pond

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Classified ads, sales letters, press releases, and other written marketing materials can be very effective tools when you're trying to get the word out about a product or service. While we all know this and have all used these methods with probable success, how often do we think about WHO our message is actually getting through to?

Placing ads and sending out sales letters is fine, but if you're offering a dog walking, how much success are you going to find if only a small percentage of those reading your message actually have dogs? Instead of blanket mailings, choose communities or neighborhoods that seem to have a high population of dogs. Perhaps even better, take your fliers to the local humane society and ask to place them by the entrance. That way, you'll be sure to get your message through to dog owners.

If you have a press release written about your business opportunity (usually not the best subject for a press release anyway), but only have it sent to general interest media, what kind of results should you expect? I mean, maybe you're trying to reach the general public, but how many of those people would really be interested in what you're offering? Unless your business is so revolutionary that EVERYONE would want to know about it, you'd probably be better off to send that release to online or print publications whose audience is primarily made up of businesspeople or online money-makers.

Targeting your advertising may not get through to as many people as you think is necessary. In most cases, however, you'll

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actually get more bang for your buck by getting through to the people who are most likely to buy. If your ad is seen by 20,000 people, but only 300 of them are the sort of people that would really be interested, you've just wasted 19,700 exposures– like doing a national news broadcast when only Tennessee is tuned in.

Sending your ad to a targeted list of people ensures you get the highest percentage of response possible. So even if fewer people get the message, you're likely to get more responses for your money. While it may be more expensive and more difficult to target your advertising, you're still getting a better deal and

building a valuable base of loyal customers.

Great Communication Skills

By Colin Ong TS

Having good communication skills in the workplace is important. This article will provide tips to take into account a rapidly changing workplace.

Details of the message:

It is important that you first check the authenticity of the message before you start to communicate with your office colleagues. Has the message been transmitted from a reliable source or was it something that you just read in the newspapers? Good communication skills will enable you to be more credible and reliable – but it is as good as the contents of your message.

Don't change the message:

Some people are fond of providing their personal input about a message. Problems will arise if the receiver unknowingly accepts the message with the input as the "total package". This may cause confusion and misunderstanding in the workplace.

Get to the point:

A similar point is to keep the message short. It good to provide bulleted headings and paragraphing if the message is long and detailed.

Information or Feedback?:

As many workplaces are fast-paced and activity driven, it is important that you communicate with the receiver if you are sending information or getting feedback. This may not be very apparent if your message is phrased in an open-ended way. An example of this problem is when you say " There will

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be a meeting on Saturday." Is it compulsory for the receiver to attend?

Sensitive to the environment:

If you have an important message for the receiver who happens to be making a speech in front of VIPs, how will you communicate? Will you interrupt him in mid-speech by shouting the message across the conference room? This method is definitely not recommended. Instead, you should write out the message and hand it to him without distracting the audience. Most poor communicators are not sensitive to the working environment and place high importance in transmitting the message.

Sensitive to the receiver:

We all have our "off days". Thus it is important to be sensitive to the message receiver, especially if he is your immediate superior and the message is negative. Use your own intuition to time the message so that he will be in a better frame of mind to evaluate the problem. However, this takes a lot of

practice and patience. But your superior will be appreciative of your efforts.

Effective use of email:

It is good practice to send an email if you are unable to contact the receiver. The advantages are obvious; you are able to send an email attachment with your message and there is proof that you have done your part (unless his email account is over-quota!). You can also broadcast the message to a few people so that his colleagues are able to handle the problem if he is away.

Effective use of SMS:

As most people have mobile phones, you should consider using SMS to help in your communication. A suggestion is to send an SMS to inform him that you have just sent an email that requires attention. However, please note that SMS communication may have a time lag, so use it with caution.

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Great Communication Skills

Practice Is What It Takes To Become A Complete Baseball Player.

Play it Again Sam

Remember what your mother told you (Repetition WORKS!)

Does Your Message Pass the Test?

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ScrollPops

14 Profitable eBooks

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