

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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

**Telling Your Marketing Story In One Or Two Pages**

**By Alfred J. Lautenslager**

**Telling Your Marketing Story In One Or Two Pages by Alfred J. Lautenslager**

So many times marketing and sales people want to get up and start telling about their product, their company and their offering. The inexperienced will do this without regard to the customer, his wants or needs. The more experienced and seasoned marketer will do it more in response to a customer.

Regardless, this technique is many times, one way, canned and not tailored to a specific customer problem.

Many times a customer has a problem, needs a solution but is fearful of a tele-sell sales approach. What works well is that 1-2 page summary sales sheet that immediately captures the customer's interest, identifies with his problem and suggests a solution.

Understanding your clients/prospects problems is paramount to selling. If there were no problem there would be no need for a solution. No need for a solution and you're out of business. Understanding the pain and restating it in the form of "What is not ideal" is part one of the summary of information, i.e. stating the problem.

For an extreme example, if you are marketing and selling light bulbs, your problem identification part of the summary might start out, "Tired of reading in the dark?"

Once you have the prospect identifying with you immediately, its time to put them at ease and tell that, "There is good news. A solution is available." Discussing what it would be like if the identified problem was solved now generates the true interest of the prospective client. Using our light bulb example, "Research has shown that retention and

entertainment increases significantly when adequate light is available."

Many times a prospective client understands these first two items of the Marketing Summary and feels that the obvious is being stated. If this is the case, the question on their mind, now becomes, "How come I haven't moved on this problem solving?" For the light bulb example, "Many people find they don't know where to get the best light bulbs for their reading enjoyment and do not know what kind to get." (Excuse the extreme example but it really exemplifies the summary steps).

What the Marketing Summary is doing here is stating the obvious but leading the client to the solution and the eventual call to action.

Next comes actually describing the steps required to solve the problem. "Buying long lasting, high wattage, whit light bulbs will increase your reading pleasure. Finding the right company that has the best variety is the key to solving your problem. You woe it to yourself to solve this problem and be on your way to happy reading!" (Again, the extreme).

Finally, no marketing is complete without a call to action. Whether it is a T.V. commercial or this 1–2 page summary, telling your prospective client what to do is a must. "Brite Lites Inc. has been providing beams of light to readers across the world for many years. Please give us a call, visit our website and schedule a free consultation (in the light) to discuss how we can help you with your lighting challenges."

Obviously more than the few example sentence here are needed for a true summary, but it is clear to see that providing your message in this manner can be efficient and quite effective. In today's world of information overload, clients like summaries, lists and scannable information. This 1–2 page Marketing Summary alone can do more for marketing your business, products and services than any other printed communication.

Alfred J. Lautenslager is an award–winning marketing and PR consultant, direct–mail promotion specialist and entrepreneur. His businesses have helped hundreds succeed in their own businesses.

Armed with an MBA, Al has successfully progressed through all facets of business. He has an impressive record that includes effective financial and sales planning, market development, a consistent growth in sales and profits above industry standards, resource management, product development, marketing management and overall general management.

He is the president and owner of The Ink Well, a commercial printing and mailing company in Wheaton, Illinois. Al is also the principal of Marketing Now, a marketing consulting firm that helps business grow their client base and is a professional speaker in the areas of networking, PR and marketing.

He can be reached through the Web sites [www.prforprofits.com](http://www.prforprofits.com), [www.marketforprofits.com](http://www.marketforprofits.com) and [www.1-800-inkwell.com](http://www.1-800-inkwell.com) or by e-mail at [al@prforprofits.com](mailto:al@prforprofits.com).

## **If The Viewpoint Character Is A Secondary Character, Have You Established Who He is?**

**By Nick Vernon**

Creative Writing Tips -

I have said above that if a secondary character tells the story of the main character, then the spotlight should be kept on the main character.

This shouldn't be taken to the extreme though.

In other words, you don't just write the story of the main character without telling your readers a bit about your secondary character.

Unless the reader understands the reason a secondary character is telling the story, it will seem peculiar that the main character isn't telling it himself. It is, after all, the main character's story.

So, the following have to be answered... Who is this secondary character? Why is he telling the story instead of the main character? What is his connection with the main character?

Weave in some information about the secondary character so we can gain a better understanding of his role in the story.

Besides his passion for writing, Nick Vernon runs an online gift site where you will find gift information, articles and readers' funny stories. Visit

If The Viewpoint Character Is A Secondary Character, Have You Established Who He is?

Creative Writing Tips – Have You Established Your Main Character At The Start?

Using Sara Crewe's Greatest Power in Your Newsletter

Three Breathing Techniques For Any Ezine Article

Desperately Seeking the Truth

The First and Second Adam

The Great Big Book of Internet Marketing

HIV/Aids Healed by the Power of God

Starting a Successful Retail Business

Info Product Marketing Secrets Exposed!



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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