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**Which Of These Words Attract Your Clients**

**By Charlie Cook**

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Whether it's your business card, tagline, article title, web site title and description or ad, just the difference of a few words can either pull in prospects and clients or push them away. Getting it right can determine whether your phone is ringing off the hook or you are twiddling your thumbs hoping someone will call.

Just by changing a word or two or combining a couple of phrases, you can increase your response rate dramatically. Book publishers know that a book's title can make the difference between it becoming a best seller or a loser. Wouldn't you like your service and products to be best sellers?

In the past if you wanted to be sure you'd found the best name for your business or the right phrases to use in your marketing materials, you needed to hire a marketing research firm to get a reliable answer. Using phone surveys and focus groups, a market research firm can tell you which names turn prospects off and which make people want to buy your services and products.

While marketing research firms may still be the best answer for mid to large businesses, most independent professionals and small business owners, don't budget tens of thousands of dollars for this type of in-depth analysis. So how do you find out which key words and phrases will attract clients to you?

You can research and test words and phrases to dramatically increase the response to your marketing. Thanks to the development of the internet and a couple of free and almost free online tools you can easily research which words pull in prospects and which push them away. Use the steps outlined below, to refine the words you use in your marketing.

**START WITH A FOCUS ON CLIENT'S PROBLEMS**

## Which Of These Words Attract Your Clients

Don't make the mistake of marketing your services and products by focusing on your name, professional label, your credentials or processes. Your prospects are concerned about their own problems, issues and needs. For example, the phrase "back pain" is searched for on the internet one and a half times as often as "chiropractor".

If you're a chiropractor, your marketing materials should focus on the pain that your clients' experience. Start with words that focus on prospects' problems. If you can't think of any, use words that describe the solution to their problems. What problems and solutions are your clients looking for?

### USE ATTENTION GETTING WORDS

Everyone knows that certain words like "sex" attract attention. The problem is "sex" won't attract clients for 99.9% of small businesses. It's not going to help a lawyer, cleaning service, caterer, etc. Other words that get attention are how to, secrets, and free. The title of this article contains at least two attention-getting words. Can you identify them?

### FISH WHERE THE FISH ARE

Certain category phrases exist to describe most types of businesses or tasks. If you are a web designer, the phrase "web design" is one. If you sell pyrotechnics, the more commonly used term is "fireworks"; by a factor of twenty-two. Improve the response to your marketing by using the common phrases people use to search online, the same ones used commonly in association with the services and products you sell.

Overture and Wordtracker provide free online tools to help you find the words and phrases your prospects are interested in. Make a list of all the words and phrases you think people associate with your services whether or not have a web site. Then test each phrase to find out which words attract the most attention.

The easiest tool to test word or phrase popularity is Overture's at

Type in possibilities from your list and look

at the how many times it was used in a search in the last month. Write the number down next to the word or phrase on your list and continue testing until you have a clear winner. Make sure the keywords you use to describe yourself, and the ones you use on your web pages to help the search engines find your site are ones your prospects use, too.

### ALMOST FREE MARKET RESEARCH

Once you know the category phrase that best describes your services and products, the next step is to develop your tagline, or the copy you use in your web site description or even yellow page advertising copy. If you are a lawyer you might have a listing in the yellow pages under attorneys, but what should you say to prompt people to call your office? Do you know which of the following phrases is most likely to pull in prospects? Free consultation for serious injuries Need legal help? Find the right attorney

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### Maximum cash compensation

Without doing some market research you won't know which phrase, if any of these, is the most effective. Thanks to

it's easy to test out your ideas. Depending on the

popularity of your key words and how long you run your test, it will cost twenty to fifty dollars or more at Google. You can sign-up, put up as many variations of your ad as you want, and see which ones people respond to. You may be surprised that changing a word or two can increase your response by factors of five or more. Once you see which phrases are working, try combining them to improve your response even more.

Even if you never run an ad, researching which phrases pull in prospects can help your business grow. Use the results on your business card, in your tagline, as the title to your web site or as the title to an article and pull in many more clients and customers.

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The author, Marketing Coach, Charlie Cook, helps independent professionals and small business owners who are struggling to attract more clients. To get the free marketing guide, '7 Steps to Get

More Clients and Grow Your Business' visit

or write

## **Three Big Barriers To Small Business Marketing Success**

### **By Kevin Dervin**

When you feel like you're always busy working on your business, but not getting where you want to go, it can be frustrating trying to figure out how to get your marketing on track. It can easily become a "not seeing the forest for the trees" feeling.

Here are three big barriers I regularly come across with business owners and how you can avoid them.

#### 1. No Clear Definition Of Success

For some, the word Success brings thoughts of fame and fortune to mind. But for small businesses, I'd caution against this definition being your guiding light. When clarifying your own definition of success, I suggest starting with success from your client's point of view.

What is it that you are trying to do for your clients? What is it that they'll have or be able to do as a result of buying your service from you? Match this up with what you are passionate about. What is it

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that you love doing for your clients? I'll know I'm successful when my clients no longer have to struggle with how to consistently attract more business.

### 2. Not Clarifying Who Your Ideal Clients Are

When you can clarify who your ideal clients are, you are better prepared to know where to find them and how to market to them. You can develop messages that will appeal directly to them.

What do you know about your best clients? Spend some time to put together as complete of a profile as you can on the clients you enjoy working with the most. What are the demographics and characteristics? How would you describe them to someone who has never met them?

Without clarity of your ideal clients, you're likely to waste time, effort, and money marketing to the wrong crowd(s) and/or not getting your message across.

### 3. Not Spelling Out Your Unique Value

You must be able to clearly define what differentiates you from your competitors. If your prospects can't differentiate you from all the competitive alternatives in the marketplace, then why would they come to buy from you?

Often for small businesses it's not that they're not unique, it's just that they haven't spent the time to evaluate and clearly describe how and why. What is it that you do better, faster, cheaper, or more effectively - whatever? Maybe it's a unique model you've developed or the unique niche of clients you serve. Maybe it's your satisfaction guarantee offered to clients.

Most important here is to spell out why your uniqueness is so important to your clients and prospects. Why should they care? What is it that they'll get by coming to you for services?

Spend some time critically looking at these items for your business. It will be time very well spent. If you find you can't see the forest for the trees, don't hesitate to get some outside help.

(c) 2004 – Kevin Dervin, KPD Marketing

Kevin is focused on helping businesses that are ready to grow, but struggle with how to consistently attract more clients. Visit

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information you can use to grow your business. Find Kevin's Kansas City based KPD Marketing practice at

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