

1156-Marketing Writing - You Have To Show Your Prospects How Your Business Works

When you're selling your services, you must show your prospects how your business works. Before they will be willing to hire you, they must understand what you do, and how you do it. Most importantly, they must fully comprehend the benefits they can expect to get. What this means is that they need the full details of the client experience they will have. You must describe and illustrate exactly how your business works - for the client. Here are five questions you must fully answer in marketing writing to sell your services.

1. What do you do?

This is one of those "too obvious" types of questions. The problem is that we can easily become so accustomed to the details of our own business that we forget that our prospects don't have that same depth of knowledge. You must be able to convey what you do, and what they get once they're your client. Don't make the mistake of describing your business from the technical viewpoint of the provider, but in "lay" language that anyone could understand. You're not talking to a peer who is equally educated in your specialty. You're speaking to someone who likely knows nothing about your services. Keep it simple, clear and comprehensible.

2. How do you do it?

What happens? What activities are involved? What do you do to get the results you get? What can they expect to experience in working with you? They will want to know how often you work together, what the distribution of sessions is, and the length. Do you do all the work, or do they have things that must be done in between sessions? They need enough information so that they feel they have a full comprehension about what you do. You don't want them to have unanswered questions in their minds. They must feel confident that they "get" what you do. Even more importantly, they must feel attracted to doing that work with you.

3. What benefits can a prospect expect if they choose to become a client?

They want to know what they will get out of working with you, and how their life will be different. Your best information about this is describing the benefits you've gotten for existing clients. If yours is a new business, you must still have experienced successes during training in delivering your services. Describe those in your marketing writing. The key is to be able to capture the ways that your clients have benefitted when you worked together. Your prospects need to clearly know the benefits before they will buy from you, and those must be benefits that are both compelling and highly desired.

4. What are the time requirements and sequence of activities in your delivery of services?

Prospects need to understand what happens when, and what the sequence of activities will be. They don't like the feeling of being "in the dark" about the details. Without this comprehension,

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they have an unsettled feeling. They cannot mentally slot working with you into their calendar. They feel uneasy, and worry about whether or not they'll have enough time in their schedule.

5. How is payment handled?

When must they pay? How can they pay? Do they pay monthly? Do you take credit cards? Do you have milestone payments? Prospects want to feel assured that their budget can handle the payments. They don't want any financial surprises. They won't commit to your services if they do not have the details about how payment works.

You must show your prospects how your business works. These are five things that your marketing writing must cover so that prospects feel that they understand your business enough to consider buying your services.

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