



By Irene Gutmann

WANT MORE CLIENTS? Change Your Words!

What you don't know about marketing
could be costing you clients.



Visit EagleLifeAndPurposeCoaching.com

The Power of Purposeful Marketing

If you are like most professional entrepreneurs who provide a wonderful service for their clients, you are probably somewhat frustrated with the constant need for marketing and the conflicting advice about “what you need to do”. Most people’s copywriting on their website, print materials, and verbal marketing is akin to throwing spaghetti against the wall to see what sticks. It’s understandable – how do you know what’s going to work? Where do you invest marketing dollars? What do you say and write? But it’s not effective.

Most professionals hate marketing - so if you feel this way, you’re in good company. Your work may be meaningful or even transformational for your clients and may provide you with a sense of purpose or fulfillment. But because this never gets into the marketing, you freeze for a second when people ask you about what you do. You feel uncomfortable, not wanting to sound like you are out there selling a used car – it can feel a bit “icky” or desperate.

Word of mouth referrals are great because those people have already heard about how valuable you are. There is less to prove. They already trust you. But when you are communicating with strangers or with people who may have met you but don’t know you well, it’s much more uncomfortable.

You know you need to market yourself but it’s understandably uncomfortable. Yet you are the one who knows your business best. So there is a problem.

What most people do when, for example, they are writing a website is to read a bunch of their competitor’s websites and then write a version of their own which is pretty similar. It feels safe because it is within the industry standard – the norm.

The problem with “the norm” is that it will get you nowhere. You end up sounding like everyone else in your industry. It doesn’t give people a reason to hire you. Oh sure there are slight differences if prospective clients were to read carefully enough or print out your pages and have it side by side with your competition, but no one is going to do that. People will decide within 7 seconds of looking at your website if they want to read more. They could care less about subtle differences. They are dealing with 20 different things they have to do that day and you only get a few seconds.

Another problem is that professionals and entrepreneurs are not usually trained in the psychology of buying. Most websites, profiles, and print materials don’t tune into where clients are at internally. If a client is at point A and you pitch to point B, you are literally missing the point and your prospective client senses it.

There are so many problems with typical marketing today. I will use website issues to illustrate these points but note that the same problems are true for virtually all print materials, online marketing, marketing, and verbal marketing.

Problems

- The website is not speaking directly to the client
- The client does not know at first glance what the service or value is.
- The website is talking all about the professional and his/her services – it says little or nothing about the client.
- The website is not “hooking” the client emotionally– tuning in deeply and saying what’s on the client’s mind and heart.
- The client is not moved into a place of more trust.
- The bio does not reflect the professional’s purpose or speak to the client’s anticipated transformation. So the client checks out if they haven’t logged off already.

When it comes to marketing, we are too close to our own message. “You can’t see the water you are swimming in”. While I write my own marketing, I still rely on professionals outside of my business to give me feedback – and I’m in marketing! Prospective clients are on the outside of your business and it is your job to get them to come inside.

But don’t get too discouraged. First of all, if you have fallen into these traps, you are perfectly normal. You haven’t been trained in this. You may have read tips here and there but I’ll bet they were confusing and conflicting. You are an expert in your field, not in marketing, and that’s perfectly all right. Knowing what you don’t know opens the door to growth. It’s the people who “don’t know what they don’t know” who are in trouble because they think everything is fine with their marketing copy and don’t do anything about it. They blame their lack of clients on other things. It’s a real shame.

Purposeful Marketing is the answer to these problems. I created this program after studying marketing for a long time, motivated by the need to help my clients and myself. I studied under many experts - Lisa Cherney and Yegyan, among others. I then took my psychology and Life Purpose background and deepened what I had learned to help professionals who wanted to sound genuine and to touch prospective clients at a deeper level.

My clients love that I can pull out their purpose, tune into their prospective clients deeply, and put it together with the right words and phrases. But writing and crafting online and in-person marketing messages is just the beginning. What is really gratifying for me is to see them internalize these messages and become confident, genuine marketers. That’s when their businesses really grow. They may not be following what we wrote exactly but they become so sure of their message, that their value across in a clear and powerful way.

For example, Sue is a smart, savvy financial advisor (details changed to protect privacy) and was doing all the right things on the surface. When I first met with her, she said that she basically does what everyone else does in her field. But when we dug down deeper she said that what she loved most was helping

parents of children with disabilities. She had more expertise than others in her field because of her sense of purpose that compelled her to help clients with these issues.

So we wrote her marketing (website, elevator pitches, talk, case studies, etc.) in a way that tuned into what her clients were really worried about – what would happen to their child if something were to happen to them? Sue learned what to share on her website and in talks so that parents would trust her faster and feel comfortable picking up the phone. We reworked her website, cards, and her parts of her talk. She continued to do the same marketing activities she had always done but with better words – words that touched her prospective clients deeply and carefully crafted phrases to show how meaningful Sue found her work to be - it was powerful!

Because purposeful marketing is so genuine, Sue felt really comfortable with her new words. The clients came to her more frequently than before and her practice grew and grew. There is something compelling about a professional who knows that they have the right words and that their marketing is working. They give off a confident relaxed vibe which is engaging. Sue was no longer just another financial planner. Her marketing showed a deep understanding of her clients that built a bridge between them. Her openness about her sense of purpose strengthened that bridge with trust. It was a beautiful thing to see.

What it took was marketing with purpose and using psychological insight to reach deeper into her prospective client's thoughts and feelings.

Why does this work?

There is an art and science to good marketing copy, both verbal and written. Purposeful marketing works because, unlike most marketing, clients get a real sense of how working with you can affect them – on many levels. There's the surface level where most marketers address but then there are deeper levels.

For example, a therapist provides counseling in a few modalities and that is usually what's listed on their websites. But what are the deeper effects? Clients have better relationships, less anxiety and depression, etc. What are the effects of that – better sleep, people want to be around them more, focus more at work, etc. I usually go three levels deep with the last level being emotions. What feelings do your clients experience as a result of having worked with you? What negative emotions are they free of now? This needs to be written in a powerful way without sounding sappy. Sometimes it's a matter of hinting at the deeper impact. This is where crafting comes in.

For example, if Sue is giving a talk and saying something like "It's important to be able to be with your child and just enjoy her company without having to worry about what's going to happen when you're gone. When you have everything financially set up to protect them, you can relax, knowing that your child will be always be getting the services that she needs. This hits a note with parents of children with disabilities because they are so preoccupied with worries and it's often hard for them to relax. Having a major worry taken off their shoulders is huge. Sue gets this and when parents hear her speak; they see that she not only understands this one issue but their other challenges as well.

Home Pages

If you love your work and it's serving people, you are changing lives in a small or large way. Let's take the example of Mary, an organizer. If her home page just focuses on the "how" of what she does - reducing clutter and putting paper and clutter systems in place, she's missing the boat. She needs to talk about how much stress a client is under before they call her and how that clutter is affecting them. For example the clutter keeps a client from having company over, causes her to be late looking for things, spins her around anxiously not knowing what to clean first, affects her marriage negatively and hurts her confidence. She feels awful when she goes to friend's house and everything is perfect. These are the real effects of the problem and I have only mentioned a few.

A prospective client reading this will trust Mary because she knows that she really understands her and how the problem is hurting her on many levels. When Mary addresses the wonderful effects of her work (three levels deep), her prospect can get a sense of how she will feel after she works with Mary - confident, clear minded, proud, relieved and feeling "at home in her home again". Powerful stuff!

Now if she adds a testimonial where a client said that she is happy having friends stop by unannounced, it's the icing on the cake! They need to feel like you are reading their mind and their heart.

Another key strategy is to use words and phrases that paint a mental picture of the problem your client has and how they will feel when it is solved. Prospects need to literally see a picture in their mind's eye of what it is that you are conveying. They can't buy what they don't understand and seeing is important. When I am crafting phrases with clients, we try out different words, keeping the ones that give a mental image.

Another strategy is avoiding industry jargon. That sounds crazy, right? But it should almost never be used in marketing. Jargon has no picture value at all. It also separates you from your prospect. You are trying to build a bridge between you and your prospect. Jargon tries to elevate you at your client's expense, especially if they don't understand it. If you can get away with it, use slang instead. It's only appropriate sometimes so I don't always use it but psychologically, slang connects people. Your job is to use your client's language - like you are reading their mind. If you use jargon to sound important, you make it all about you. If it must be used, translate it in the same or next sentence using words that are very clear.

Services

Your website should not just list your services but connect the dots of what those services will do for your clients. You add value to your marketing when each service answers the question." So that _____"

Ex. going back to the example of Mary, the organizer. Instead of just saying that she clears clutter and sets up storage system, she needs to go a little further. "We will clear your clutter and set up your storage system so that you finally have a place for each item in your home. When you want to clean up, it will be quick and easy and your rooms will look beautiful.

"So that" descriptions help to put a mental picture in your prospect's minds which leads to them saying "I want that!"

No More Boring Bios

It always surprises me at what passes for good bios in most industries. Good bios resemble resumes in paragraph form and quite frankly, they are boring. How many bios have you read all the way through? See what I mean?! Most people look at the picture and glance through the bio for a few seconds – if at all.

You may think that your bio is interesting because you are passionate about your work and the facts should imply that. But they don't – that's the problem. The sad truth is that no one cares about your Harvard degree until you have first "sold their heart" and they just looking for justification to hire you. Remember that we buy with our hearts and justify with our minds. We buy with our right emotional brain and justify with our left logical brain. It's true for bios as well.

I'm not saying that you are boring. If you are passionate about your work and you share that with people in a genuine way, it's invigorating! We want to work with people who are inspired in their work and who inspire us as well. But facts do not portray passion or purpose. You can put all your facts at the bottom of your bio in list form but don't make your readers try to surmise your enthusiasm from the facts. No one wants to work that hard! There are too many other things competing for people's attention.

Your bio is an amazing opportunity to reach and share something important about yourself. Here is where you can really differentiate yourself from your competition. It's not about a bunch of boring facts to prove that you are credible. That's not what people need to know in order to buy from you. They need you to reach into their hearts and only then is it necessary to give them the facts. They do need them, just not right away.

We love stories and here is where you should tell a story about how you came to do your work and why you care. An excellent bio brings out your sense of purpose which builds a bridge from you to them. It also conveys how seeing the impact of your work on your client's lives is meaningful to you. This builds a bridge from your clients to you. You need to open up a bit and share why you care. Again, there is art to this – no marketing should sound sappy or sterile. There is a delicate balance of insight, purpose, and information.

Here's another little secret - I tell my clients that their website should be about their clients, not about them except for the bio and even that's only half about them. Ironic, I know! But our clients need to mentally try on what it will be like to work with us, how it will solve a problem, and the many good effects and feelings that they experience as a result.

Bios should be personal but not in the typical way. Sometimes people share personal details about their families to seem more approachable. If your marketing is insightful and on purpose, you will seem very approachable. Be genuinely open about your work, what it means to you, and how powerful it is for your clients. Prospects don't need to know your kid's names or ages and it's not a good idea anyway. You can share an interesting detail or two about your hobbies but don't get carried away.

Let's use an example from a recent client, Alex Sobel, who is a business consultant but definitely not one of the crowd. He specializes in young, high energy entrepreneurs who want to double or triple their businesses in the next year. Alex goes beyond advising – he actually rolls up his sleeves, helps his clients get the big things done, and connects them to his vast network for financing and other resources. If he were doing ordinary marketing, he could write a bio that was boring and factual. But Alex is very talented

and is on fire with positive energy. He hired me to bring this out so that people can really understand what to expect if they hire him.

For his bio I interviewed him, taking about several pages of notes and pulling out key pieces of information that his prospective clients need to hear while telling a story in a few short paragraphs. Three themes popped out that would never have emerged in a typical bio:

1. How Alex was raised by amazing parents who were always mentoring people to get more out of life.
2. How, from a young age, he saw that when you combine hard work with playfulness and humor, people go further and enjoy the process.
3. His two-fold sense of purpose –
 - To literally “Em-Power” his clients – so that they own their power and use it to create amazing businesses and personal lives. How fulfilling it is to see how their business success affects virtually all areas of their lives.
 - That by making his sweet spot industries that will be key to helping many people in the future (education, health and wellness, and green energy), he can leverage his impact to affect thousands of lives.

We still put his credibility items at the bottom of his bio in bullet form - degrees, honors, experience, awards etc. Because if someone wants to hire him, they need to see that he can do the job but honestly, they already know that – they just need proof.

We did a lot more work together but this is just one example of the power of purposeful marketing. Through this process Alex “found his marketing voice” and is doing really well.

So what do you need to do to find yours? Look at your marketing and see where it is “safe” and sounding like everyone else in your industry. Look at your:

Website	Brochures	Casual Conversation
Online directories	Business Cards	Video marketing
FaceBook, LinkedIn, Twitter, etc.	Talks, Panel Discussions, etc.	Video blogging
Email campaigns	Networking conversation	
Blogging	Elevator pitches	

Make your marketing center on your clients and use the principles outlined here to go deeper. Know when to do this by yourself and when to reach out for help. Don’t be afraid to own your purpose to the best of your understanding. Without being sappy, you can put your heart in your marketing and communicate to potential clients, that you understand theirs!

To your growth,
Irene