

Use Your Marketing Materials to Attract More...

1. Clearly identify your audience.

This may seem obvious but you'd be surprised at the number of marketing materials that don't have a clearly defined audience. It's imperative for you to first determine who your target audience is before you begin the writing or design process. Determining your audience helps you focus your efforts and communicate clearly.

2. Create attention-grabbing looks.

I call this the "stop and look" factor. Use creative graphics and images to entice your audience to stop and take notice. In only three seconds, your target audience will form an opinion about your professionalism and your organizational standards, as well as decide if they want to know more about your offering. And the opinion you want them to have is that you or your organization is one of excellence and professionalism. Based solely on the look of your materials, people make decisions about whether or not they will attend your event, donate to your cause, buy your product, or use your services. Perception is everything when it comes to marketing and I want you to understand that you've got complete control over the opinions that are formed about your offering.

By using creative graphics and images to convey your message, and using professional-quality design and printing, you're about 20% of the way to winning your audience.

Here's an additional tip for you: The top three things that grab someone's attention are people's faces looking at you, babies and pets, in that order.

3. Create attention-keeping copy.

I call this the "hook" factor. People tune into WIFM radio. That's "what's in it for me." It is a huge mistake to create marketing materials that talk about you, you, you! Your target audience really wants to know how you can help solve their problems, or what they will gain from their experience with you. In essence, your materials really need to be more about them and less about you. Talk benefits, not features. When you focus on benefits instead of features, you'll hook your audience and they'll read your materials because you've shown them that you know them and understand their issues.

4. Wet their appetite.

Don't tell everything; your marketing materials are not the place to do that. Tell enough to spark their interest so that they'll want to know more. If you have text that is not absolutely necessary to achieve your objective, leave it out. Don't use unnecessary text to fill up your pages; your audience will lose interest that way.

5. Use a "call to action."

What do you want your audience to do as a result of reading your materials? Do you want them to call you? Register for an event? Donate money? Whatever it is, you've got to guide them to action. Also, make sure that you offer several options for them to perform your desired action. Give them a phone number and the URL to your web site, or your phone number and your email address. Be sure to make your call to action very prominent and include it in more than one place in your materials.

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