

# The Truth in Marketing Materials

To create effective marketing and business communication materials that accurately reflect you, your business, or your department—and ultimately earn the trust of your prospects—do the following:

## **Do a reality check.**

In marketing, we're often tempted to present information that reflects who we aspire to be and not who we are. Your prospects will most likely make a decision to "trust" you to provide a service or product to them based on your marketing materials or communication pieces. And once you've betrayed that trust, it becomes difficult to rebuild it.

Be truthful about your capabilities and abilities by taking a good look at what you (or your department or organization) have to offer. Be real with yourself by performing a SWOT analysis, which identifies your strengths, weaknesses, opportunities and threats. Don't present what you aspire to be as your current position or status. This can be terribly misleading and ultimately lead you down a path of destruction.

## **Make a bold decision.**

Decide what business you're in or what you want to do, and then offer a clear and distinct benefit. Position yourself to reach your prospects with a personal message about how their lives or business would be better once they used you or your product/service. Make it your mission to understand what your prospects want and then communicate the benefits of your product or service to them.

## **Back up your claim.**

Finding the right position for your company only works if you back it up. You must follow up with conviction and sell your position. Every marketing piece should reflect the special niche you fill. Your position is your character—express it!

## **Get customer testimonials.**

Trust is an endangered species. It takes a lot of time and money to persuade a prospect to trust you enough to give you his business. The primary reason people don't buy from you is not price, not location, not service. It's usually trust. People are afraid of spending too much, of buying a lousy product, or of not getting the service they need. Trust is the critical element in closing the sale. That's why you should use testimonials. Remember this: When your customers say good things about you, it has a lot more clout than when you say good things about yourself.

Business communication expert

LaShaunn Tappler is the principal and creative director of LT ComDesign, LLC, a firm that helps entrepreneurs, businesses and faith-based organizations build their businesses through high-impact marketing materials and improved business communications materials. These materials help them look more professional, attract attention, persuade others, and ultimately be more successful. To learn more about how we've helped people just like you grow their business, and to sign up for FREE marketing how-to tips, ideas and resources, visit us online at <http://www.LTComDesign.com>.

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