

Live Ammo Marketing Lab

Building Your
Marketing Language Bank
How to Stop Wasting Money on Marketing and
Learn to Speak “Prospect”

Resource Guide

By David Newman



Why is Marketing Language Important?

Think about all the different situations and contexts in which you market your speeches, training, consulting, coaching, products, and **value** through language:

Written language:

- _____
- _____
- _____

Spoken language:

- _____
- _____
- _____

Now ask yourself...

1. Might you be **losing opportunities** by using *product-centered* marketing language vs. *prospect-centered* marketing language?
2. Might you be **losing sales** by not connecting on an emotional level with buyers?
3. Do prospects **lower their shields** and WANT to open conversations with you?
4. Does you find you're **winging it** when talking with prospects?
5. Does your language **resonate** with most members of your target market?
6. Is this language **always** clear, compelling, and consistent?

What's a Marketing Language Bank?

Your Marketing Language Bank is a **collection of verbal building blocks** that **echo** your **most profitable clients'** specific **pains, problems, and predicaments** before they experienced the **improvements provided by your products or services**.

Using Your Marketing Language Bank

The power of your marketing language bank comes from the fact that you invest your time, research, creativity, and effort **once** – and you get to **repurpose, recycle, and reuse** that marketing language bank over and over again. *No ad agency required!*

For example, you will dip into your Marketing Language Bank every time you want to...

- Write a headline for your **one-sheet**
- Create a powerful **email** subject line
- Revise your **tagline or slogan**
- Train your office staff on the kinds of **questions** to ask
- Start a conversation with someone at a **trade show**
- Script your new **telemarketing** campaign
- Develop your **postcard or direct mail** strategy
- Write a compelling **blog** post
- Submit an **article** for your industry's trade publication
- Craft a **speech** topic for a national meeting of your target market
- Formalize your customer **referral** program
- Choose **keywords** for your search engine optimization strategy
- Decide on what to write about in your **online press releases**
- Redesign your **business cards**
- And on and on and on...

Just like investing your money with a real bank where you might have a **checking** account, a **savings** account, and an **investment** account, the different ways you can spend the profits from your marketing language bank are limited only by your imagination.

You will never be facing a blank sheet of paper or a blank computer screen asking yourself, "What do I say about my keynotes, seminars, products or services **THIS** time?"

It's all been thought-out, pre-developed, and is just **waiting to be deployed!**

Understanding Your Buyer Persona(s)

“You can spend your precious energy beating down closed doors, or you can choose the doors that open when you knock.”
– *Dr. Richard Carlson*

Another way to put this: Market your speaking, products, services, ideas, and VALUE to ***people who are already listening***. Use this space to describe the typical characteristics of **people who are already listening** in your world.

1. Think about your best clients and audiences. WHAT makes them your “best”?

2. What are their job titles? Industries? Affiliations? Traits?

3. What problems do they have? What solutions do they SEEK? (In their own words!)

4. Where else have they looked previously?

5. Why hasn't that worked for them?

6. What do they HATE about your category of product/service or your industry?

7. How can you position yourself as the “Ahh, at last!” solution?

Headlines, bullets, building blocks

POSITIVE:

NEGATIVE:

Identifying Your Buyer's Pain/Gain Factors

Think about applying these **three tests** for every market problem you're positioning your speech/seminar/product/service to solve:

1. Is it **urgent** – Are there built-in incentives to solve it NOW?
2. Is it **pervasive** – Do a LOT of people in your target market have it?
3. Is it **expensive** – Does it cost MONEY to have this problem?

At this stage, take each of your selling points/ features/ benefits and REVERSE them so that each is positioned as **pain relief, problem resolution, and nightmare prevention.**

Remember to use real **client language** (in their OWN words) – **not** marketing-speak. There's no such thing as effective copywriting – it's all about *copy-listening*!

Example: “Developing Your Sales Intelligence System” gives you:

More consistent leads	Relief from feast-or-famine sales cycles
Higher conversion ratios	Boost low conversion rates back in line with your goals
Dashboard of key metrics	Stop cobbling together sales data scattered in old systems
Motivation for superstars	Get your best performers unstuck to start winning again
New revenue potential	End the anxiety of slipping revenues and shrinking profits

Positive Benefit/outcome:

1. _____
2. _____
3. _____
4. _____

...translates to Negative/pain relief:

1. _____
2. _____
3. _____
4. _____

Marketing Questions (not Answers) Count!

Your expertise is often judged more by **the questions that you ask** rather than the answers or information that you provide.

Killer Marketing Questions:

1. How is the economy affecting your members / employees / attendees?
2. What are they complaining about in the hallways and at the water cooler?
3. (Courtesy of Terri Langhans, CSP): If you were me, what would YOU want to know *that I couldn't possibly know* about this group / meeting / industry / organization / issue?
4. What do these employees /attendees / members FEAR the most?
5. What do these employees /attendees / members WANT the most?
6. (Courtesy of Alan Zimmerman, CSP CPAE): What do you want your people to THINK, DO, and FEEL differently after my program?
7. (Courtesy of Thom Winninger, CSP CPAE): Most audiences want something to help them continue the learning after the presentation. Which do you prefer?
 - A copy of Thom's book
 - Digital audio downloads or CDs
 - Digital video downloads or DVDs
 - Other: _____
8. For you to decide that this program / seminar / workshop was wildly successful, what would you want to see, hear, or experience for yourself and from your top team?
9. Describe previous speakers or programs that were NOT well received by this group.
10. Describe previous speakers or programs that were VERY well received by this group.
11. What else would you like to see from me to help you make your decision?
- 12.
- 13.
- 14.
- 15.

Bonuses:

10 Ways to Spread Your Ideas - Tomorrow:

1. Start a blog... Easy... Free... Now – **www.blogger.com**
2. Start an online forum and/or send out an e-zine – **http://groups.yahoo.com**
3. Create a niche/testing ground website on a shoestring – **www.godaddy.com**
4. Get some publicity – **www.prleads.com**. Tell owner Dan Janal that David Newman sent you! Gets your name in print faster than anything else I've seen.
5. Use your **email signature file** – and include *a reason* for people to click
6. Run a free teleseminar... and pack it with value – **www.freeconference.com**
7. Write your ideas down, create a PDF, spread it around - **www.pdf995.com**
8. Write to the editor, send press releases, call in, respond to online forums
Tip: Google [your industry] **blog, forum, newsletter, magazine, radio, association, newsletter, articles, podcast, conference**
9. **Write a column** for an association newsletter, company in-house publication, or business periodical. (Secret: Editors are DYING for quality content.)
10. **Develop a killer one-hour “showcase” talk.** PowerPoint is strictly optional. Get in front of as many groups as you can. Do it for free OR for fee.

How to Gather Authentic “Client Language”

Live in *their* world, think about *their* problems, and think about *their* clients and prospects. What's the first step? **Research. Preparation. Homework.** Industry, regional, business, and company news is now at everyone's fingertips on the Internet. Look for verbatim quotes, video clips, audio interviews to capture as much as you can.

Then go directly to the source – your real live clients and prospects. If you're not intelligently researching your prospects' issues, challenges, and pressures, how can you possibly come in with credible **high-perceived-value** solutions? One of the best ways to approach prospects is with:

- Interviews
- Surveys
- Research
- Data gathering

It positions YOU as an expert resource and it gives you valuable data you should be getting anyway!

Marketing Lab Homework

Here are your assignments to get into **ACTION** right away:

1. Refine your answers to the **7 Buyer Persona** questions
2. Revise your draft **headlines, bullets, and building blocks**
3. Add to your list of urgent, pervasive, and expensive **Pain/Gain Factors**
4. Finalize your list of **Marketing Questions** and post them near your phone
5. Choose three new ways to **spread your ideas** – and **START ONE** tomorrow
6. Take advantage of the **free offers below** to help you “Get Going!”

TWO Free Offers

1. Download your free 97-page eBook on “**The Strategic Marketing Process.**”
2. And if you’d like to arrange a **20-minute consultation** to review your own speaker marketing goals and develop 3-5 actionable strategies for your business, contact me directly at david@doitmarketing.com or call me at **610.716.5984**.

Key concepts & steps

The Strategic Marketing Process organizes 29 marketing subjects into three categories:

