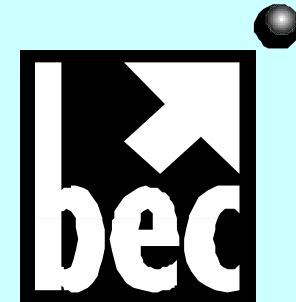


Competitive Edge Marketing Strategies

Presenter: Linda Echentille

CEO Business Enterprise Centre, Ballina & Byron www.lindaespeaks.com



Building Blocks to Successful Marketing...



Your Target Market Influences the Product/Service That You Provide

So...it stands to reason you need to 'REALLY' understand your clients or potential clients.

Use “PEOPLE PSYCHOLOGY” to learn more about them

What Do People Want To Gain In Life?.....



- ✓ **More Money**
- ✓ **Improved Health**
- ✓ **To be Popular**
- ✓ **Look Better**
- ✓ **Security For Old Age**
- ✓ **More Leisure Time**
- ✓ **Advancement In
Business Or Social Life**

What Do People Want To Do?....



- ✓ **Go Into Business for Themselves**
- ✓ **Travel**
- ✓ **Write a book**
- ✓ **Spend More Time With the Family**
- ✓ **Escape the Rat Race**
- ✓ **Spend Money**

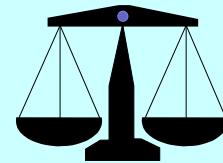
What Do People Want To Save?...



- ✓ **Time**
- ✓ **Money**
- ✓ **Work**
- ✓ **Pain**
- ✓ **Worry**
- ✓ **Doubts**
- ✓ **Risks**

What is 'Leveraging' in the Context of Marketing?

'Minimum effort in selling and promoting your products/services for a Maximum return'.



5 Ways to 'Leverage' In Your Business

'Value adding' to your existing products/services

Offer your products/services to your customers at a perceived high value, but yet costs you very little.

Form Strategic Alliances

'Form Partnerships' with complimentary organisations/people

Create a database and make it work for you

..... of your existing or potential clients

'Lean' on Technology

**Use: Email, Voice mail, client manager, e-commerce,
accounting software, scanner, mini disc for recording**

Have: a website, streaming video/audio

Get Known.....
Get Published

Words that 'Pack a Punch'

Use them in ALL your marketing

- ✓ **You**
- ✓ **Your**
- ✓ **New**
- ✓ **Free**
- ✓ **Now**
- ✓ **How to**
- ✓ **Discover**

PLUS More.....

How To Write Sensational Headlines and.....

Use on your website

✓ **Offer benefits in your headlines**

✓ **Use words that 'pack a punch' eg; icons**

✓ **Use facts and numerical numbers**

✓ **Call out to your target audience**

 **Have a call to action**

✓ Promote the benefits of your products/services.... And when using pictures make sure they are a high quality

✓ **Don't have your logo as the main feature**

Where Do You Use Headlines?

·
EVERYWHERE

How to 'Get Skilled' In Writing Headlines and Advertising Copy

.

**Watch What The Most
Successful People or Businesses Do
+ keep an Ideas File**

One 'Last Word'

*To make your life exceptional, you need to
make it happen.*