

10 ways to be better at business

CREATING BRAND STORIES THAT SELL



1. Be clear about your offer

Your messaging must immediately and quickly communicate what products or services you provide. Get straight to the point, keep it simple...but be sure to follow the next tip.

2. Emphasise the benefits

As you communicate the features of your product be sure to express them in terms of how the prospect will benefit – if they cannot immediately see what's in it for them, then you have lost them.

3. Understand your target audience

The more you know about your prospects the easier it is to know which benefits to sell. Don't take their attitudes and motivations for granted. Do as much research as you can.

4. Be different

Empathy is the ability to really understand another person's perspective. Learn to see others' point of view and share in their reactions and feelings about problems, success and failure.

5. Make a promise and make it good!

Distil your research into a single statement that sums up your proposition with a too-good-to-miss promise. It must be different and motivating if you want your customers to take notice.

6. Tell it to the max!

Express your promise in the most remarkable, surprising and motivating way possible. What you say is important, but so is how you say it. Once you've nailed it, make the most of it.

7. Create emotional impact

If you want to move people...appeal to their heart. Logic leads to conclusions but emotion leads to action. People don't buy your product or service. They buy how it makes them feel.

8. Use wit to woo

The best brand stories have a degree of wit. They create 'a smile in the mind'. If you can amuse, entertain, surprise, charm and credit people with intelligence then they'll love you for it.

9. You can't bore people into buying

Be ruthlessly realistic about your current brand story. If it doesn't tick all the boxes then it is not going to work. Marketing is like sex – nothing happens until people get excited!

10. Get professional help

These tips will help you well on your way to creating an irresistible brand story. But professional help can make it shine. Beware of chancers though and always ask to see a portfolio of work.