
How to attract more clients with one simple trick

Business owners often make the same mistake and they don't realize that, that's why now I'll help you avoid this mistake, and if you listen and implement what I'll tell you, you will attract more clients for your business.

First, you need to understand that there are thousands of businesses that offer the same service as your business, so your service is not special. That's why we need to stand out and outcompete your competition in a simple and unique way. How?...

I want you to answer this question:

“WHY SHOULD I CHOOSE YOU INSTEAD OF YOUR COMPETITION?”

Common answers:

“We are better”

“We have done this for X years we are awesome”

“We are cheaper”

Understand that your competition can also say that they are the best and that they are better and they can also lower the price. Are we trying to make money here or are we a charity? If we want to make money and scale our business we need to be the most expensive ones, we need to have a good answer to this question.

I'm working with a tour guide and I asked him these questions, he gave the common answers and that's why I came up with a better answer for his business.

First of all ask yourself: “WHAT ARE THE DIFFERENCES BETWEEN MY SERVICE AND MY COMPETITION, WHY AM I BETTER?”

This tour guide said that he could speak Dutch. 80% of his clients are Dutch. He told me that he doesn't want to work with other tourists because he is Dutch and he can offer unique trips only for Dutch people. Why not make a compelling message only for these people, cut the other 10%, and stand out in front of these 90%?

That's why I came up with a persuasive and stronger answer then: “We are better or cheaper”...

Here's my answer to:

“WHY SHOULD THEY CHOOSE HIM TO BE THEIR TOUR GUIDE INSTEAD OF YOUR COMPETITION?”

We guide Dutch people to experience Macedonia in a unique way. We offer day trips and if you don't enjoy our trip, it's on us!

Short, persuasive and it cuts through the marketing noise like we are cheaper, better, etc...

Okay, what if I don't have something unique like your client has? (Speaking Dutch)

As you can see, I wrote “I offer day trips and if you don't enjoy our trip, it's on us!” A guarantee, that's why they will choose me. Because I know that I'm going to solve their problem and I'm not here to only take their money.

This is called a unique selling proposition. Now answer these questions and come up with a persuasive message that will cut through the marketing noise stand out and offer a guarantee that people will choose you because they have a reason to choose you.

You're not better, you're not cheaper, you solve a problem specifically for them and if you don't solve their problem you won't charge them.

“But, what if I don’t solve their problem? Should I pay for the trip for them”

Of course, we are not here to scam people...

“But why is offering a guarantee worth it?”...

... let’s say 10 Dutch tourists in this situation come to you in your country and you say “I guide Dutch people to experience Macedonia in a unique way. I offer day trips and if you don’t enjoy our trip, it’s on us!”, all of them will say yes to your offer and they will ignore your competition.

Let’s say 2 of them are not satisfied, I’m sure you made some extra profit from those 8 tourists. And as I said you should be the most expensive in what you do because you solve a problem for a unique audience and you guarantee that you will solve the problem or you won’t charge them. This way you will attract more clients and make more money from your competition.

I hope you understand my point and if you don’t know how to come up with a unique selling proposition for your business. Let me know and I will help you come up with a USP for your business, for free.

P.S

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