

Source:

Razor-Sharp Messages That Cut Through The Clutter

Sources: Razor-Sharp Messages That Cut Through The Clutter

Notes:

Don't say the exact same thing your competitor says

say something that's going to make your prospect sit up

Make it clear to your audience that you understand their problem

Focus on their problem by first getting their attention

if you sell to everyone you are selling to no one

make sure you make an impact and cut through the clutter ... write in a way that the reader says "yes this guy understands me"

real estate agents have been saying the same things for almost 50 years, it is going to be the same even 20 years from now.

their ads are always about themselves, they say : call us for a free evaluation of the value of your home, call us so we can tell you what your home is worth.

we would assume over the course of 50 years things would have evolved, but we are seeing a full of marketing bullshit.

someone comes into business and doesn't know a lot about marketing so just roughly does what every other person is doing thinking it's the normal way to do in that specific business

This is the reason why everyone says the same thing in every business.

get inspiration from another industry and apply it to yours you are not bound to follow only what is done have an open mind.

Two simple things you can do to stand out is :

1. don't say the exact same thing your competitors says
2. say something that makes your prospect sit up and say wow this is interesting

make it clear that you understand them

speak their language

use an example : say what they are experiencing, what they want to fix: like saying do you have this problem? do you want more clients in your local area

get their attention by asking them about their problem build on that and let them know you understand what it is and you could help them out

don't use words like we are the best, we are cheap, we are amazing, we have 50 years of experience, we are honest, we are transparent because no one cares about it, they only care about themselves.

Everyone just copies everyone not only because they don't have any ideas but also because they don't want (to turn anyone away) to piss anyone off. But here's the thing you need to focus on a certain niche: a certain area to talk to your target audience.

reach people to the extent that you turn other people away. Yes, don't be afraid to do that, talk to your most likely customer, that's the way you cut through the clutter.

if you try to target everyone you make zero impact, make sure you bring out this "wow effect", the crowd is enormous.

Headline:

- How to make your marketing pop so well that it literally sells itself
- 2 steps to create the “Wow I Need this” effect with each of your marketing stuffs
- Struggling to reach new customers? Think outside of the box, make an impact and get them thirsty for more!

Headlines:

- How to make your marketing pop so well that it literally sells itself
- 2 steps to create the “Wow I Need this” effect with each of your marketing stuffs
- Struggling to reach new clients? Think outside the box, make an impact and get them thirsty for more!

First Paragraph:

You know that feeling when you're scrolling through social media and suddenly, something catches your eye? That's the magic of marketing. But how do you do marketing in such a way that your product or service is that thing. That one that your clients are going to say “Yes this is for me”, “Okay I need this”.

The problem is everyone in business today is just copying what everyone else is doing, you know? Everyone's saying the same stuff, and it's making everything sound boring. In this case you need to think outside the box! Stop the same old marketing tactics and make a splash to get their attention.

Outline:

Pain: Coming up with a message which is sufficiently impactful to make your audience stop and want to know more.

Agitate: You just go about doing things like every other person in your industry because it seems to be the norm. You even get more lost and unnoticed, unable to find your own path.

Solution: The easiest thing you can do is to speak exactly their language, make it clear that you understand their frustration. Be different, don't follow the same old pattern, stand out, make it clear you're a good fit for them.

Close: You can download the free marketing guide filled with easy steps to apply and change your marketing one for all. Or else we can do this together if you need me to help you, get in touch here.

First Draft

Make your marketing *pop* so well that it literally sells itself

So you are trying to figure out how to make your way through the noise and make your business get noticed.

It's really hard I know because I was at the same place trying to stand out and doing the exact same old stuff everyone is doing.

You know that feeling when you're scrolling through social media and suddenly, something catches your eye?.

Maybe it's a hilarious meme, or a crazy video, or even a simple, but super-effective message.

That's the magic of marketing that really works – it's the kind of marketing that gets people saying, "Yes! This is for me!" or "OMG, I need this!".

The problem is everyone in business today is just copying what everyone else is doing. It's like a broken record, and it's making everything sound so boring.

But here's the thing: you don't have to play the same game! It's time to think outside the box! Stop the same old marketing tactics and make a splash to get their attention.

It's quite easy to say than to do, how do you actually go about it?

Don't try to be someone else

You look around and see what your competitors are doing. You think, "if it worked for them, it will surely work for me too".

But here is the thing: these might work one or two times but this won't lead you to real success.

Because you don't have the time and expertise doesn't mean you should copy what everyone else is doing.

You have to understand what this is doing to your business and how to fix it.

Limited potential: you are missing out on your own opportunities because you are following another's target and goal.

You fit in perfectly: at the end of the day no one remembers coming across your message nor what you said. It's just an nth "me also". You shut down your identity and tell clients I am just like all the others there is no particular reason to choose me.

Make it clear why you are the best fit, why they should choose you. Use a secret weapon, something that's going to set you apart from everyone else.

To develop your this you need to ask yourself a set of questions,

What problem do I solve? Do I offer a faster or more convenient solution? Do I provide something no one else does?

What makes me unique? Do I have a special process, expertise, or philosophy? Am I passionate about something that sets me apart?

What are your clients' pain points? What are they struggling with, and how can I help them?

Remember, you're not just competing with your competitors, you're competing for your clients' attention. To stand out, you need to be unforgettable and impactful.

Speak their language and captivate them

Be clear and concise in your message, make it easy to understand so it resonates with your clients.

Keep it simple, Don't overcomplicate things. It should be easily understood by a five years old kid what you are trying to say.

Focus on benefits, Don't just list features we don't really care about, tell people what they'll gain by choosing you.

Speak to their needs, make the message in such a way the customer identifies directly to it. Use their language and address their specific problems.

