
**four
worthy
insights
for
every
business
owner**

by Wendy Dias



telling your story

Here's a thought for you ...
think of selling as **STORY TELLING**.
Your story telling.

Simply put ... selling is all about sharing your story and it is through this process that every customer comes to **KNOW**, **LIKE** and **TRUST** your business. If a person can see themselves in the story you share – you won't need to sell to them. They convince **THEMSELVES**.

Create ways to move someone gently to trust by **using marketing techniques that create numerous touch points across many platforms** such as web, email, social media, podcasts, blogging etc.

FOR EXAMPLE: **the brand awareness ad on instagram** -> directing them to your website offering an awesome free ebook in exchange for their info -> **displaying testimonials of your customers once they browse your website** -> to be followed up by attention-grabbing scheduled emails that offer more value such as a discount on an upcoming webinar... etc. etc.

Whatever your business is, tailor these touch points to **BUILD TRUST** and **EDUCATE** your prospective customers. It is the thoughtful combination of these repeated contacts, consistently placed in their path that will convert to a long-term trusting relationship.

And remember ... **LOVE YOUR STORY**. Passion and authenticity are contagious!

adding value



I was once given the best advice by a sales mentor.

When selling to a prospective customer, remove any **DOLLAR SIGNS** you see dangling over their heads and focus on what they **NEED**. It might sound obvious, but often times we focus on our possible return on 'this investment' ... rather than putting the prospective customer's needs first. Be in front of them motivated by one thought: 'how do I add **VALUE** to this person'. What are their fears? What are their challenges and problems? What inspires them?

By understanding their needs and investing value in them, you are sending the message that you are not there just for the money. **YOU CARE**. Their achievement of their goals is important to you.

The **usual-suspect behaviours** of following through on your commitments ahead of time and with a fab attitude is a great way to wow your customers (as well as remembering their Birthday!), but here are 3 other kick-ass **VALUE-ADDS** to focus on:

- 1 Offer your customers security by being an **AUTHORITY** in your field. Know your game and let them experience this, repeatedly.
- 2 Make a **CONNECTION** to truly understand their business. This depth of relationship will win you a customer for life.
- 3 Do more **LISTENING** than talking. The best business people are those that listen ... well.

So, in a nutshell: **leave them better than you found them**. If you do this over the course of your relationship, money will no doubt flow in your direction.

Why?

Because **VALUE** leads to **LOYALTY**.

the power of a happy customer

Sadly, I am often blown away at how little bragging business owners do about their success stories.

When you have a happy customer – this is definitely not the time to be shy. **BRAG AWAY!** Customer referrals, video testimonials, influencer endorsements, awards won, PR editorials, podcast interviews, speaker engagements and and and ... all carry significant juicy weight in **building TRUST for prospective customers.**

One word truly sums it up. **CREDIBILITY.**

Think of yourself in the buying process. Here are the typical questions you work through when faced with the purchase of a new product or service:

Do I **know** about this?

Do I **like** this?

Do I **trust** this?

Yes I'll **buy** this.

And yes I'll **buy this again.**

In fact, I like this product so much I'm going to **refer it.**

This is part of your story telling where you get to **WEAVE IN** amazing examples of results delivered for your customers. And another awesome benefit of happy customers is the **content it provides for numerous marketing platforms you have in play.** You can 'chop' up the content and spread the love ... a customer quote on Instagram ... a full case study write-up on the blog ... a customer video testimonial for the website. Get the picture?

So, **BOOST** your message with fab case studies and testimonials that create an emotional impact.

Tell a story that MOVES people.



chunk. it. down.

Ever feel overwhelmed?

Ever wonder how you are going to tick all those boxes to get the job done, and to tick them **WELL**, to do your business justice? Strategising and visioning is one thing but stressing on the work to be done to the point of paralysis – is quite the opposite.

Which is why I love the expression: ‘**slow down ... to speed up**’.

By breaking down your projects into tasks, prioritising them and tackling each one systematically, you’ll achieve what you need to achieve and feel confident in the process.

There’s nothing quite like the **FEELING OF PRODUCTIVITY** to help boost your mindset (which is half the battle won right?)

Content mapping is a great tool to guide you in planning ahead, forcing you to do the work upfront, providing you with a blueprint for the months ahead. The benefit? Freeing up more of your time long-term and giving you peace of mind. Which is ... **GOLD**. High five to that!

Communication strategies and social media campaigns are just some examples of how content mapping can be effective.

Don’t forget: **slowwww down ... to speed UP**.