

## CHAPTER 2

### HOW TO INFLUENCE PERCEPTION

*“Success, translated in marketing terms, is called perception.”*

*~ Esty Atlas*



#### **Give Them a Better Value!**

Value is going out of your way to help an existing customer. Give them valuable information that helps them in their lives. Don't give away all your expertise for free, give away just enough to create a relationship that you can build upon. Make their experience with you so good that they'll tell other people. The more you are talked about, the more this will achieve the payoff of strategic marketing; your CREDIBILITY and VISIBILITY!

Use the actual “value” words you want others to repeat!

You have two options: If you are a product-driven business, what image should that product have that sets it apart? If you are a service-driven business, what components should your service have that differentiates you from your competition? Think of a fine restaurant. People want good food, great service, and nice ambiance. This becomes your brand identity. Define the key words you want your customers to tell their friends. This branding should appear on your website, business cards, and all printed communications. The trick, if you will, is to define your company in three to four words, by making your “brand” relevant and meaningful to your customers, then sticking with it. The key is to brand your identity in a way that gives the consumer a perceived value for making you their choice.

For example, a local TV news station in Denver has, for decades, used “Colorado’s News Leader” as its branding statement. In three words, it defines who their consumers are (people in Colorado), what their product is (news), and positions this station (as the leader), which helps to eliminate their competition from claiming similar dominance. These words resonate in the minds of viewers. Your brand identity should define your expertise so that the consumer relates back to your product or service in a similar way. So, watching the station means, “I’m watching the best.”