

CHAPTER 15

HOW TO GET A CUSTOMER'S ATTENTION

“Kodak sells film, but they don’t advertise film. They advertise memories.”
~ Theodore Parker

Building customer interest and getting a customer’s attention are sort of related, like family, but, like relatives, have their own needs and personalities. You need to learn what works with whom. You know how it is. When you have a conversation with someone and have something to say to him or her, what happens? For example, let’s say you get in a car wreck. You immediately call your friend, flustered and shaken, and excitedly tell him about how you were driving through a green light and BAM! You were broadsided by an oncoming car that didn’t see the red light. Your friend will immediately reference the story into his own database experiences. He will tell you about how that same thing or something similar happened to him once and it was awful. That’s how conversations start, how relationships grow, and, hence, why you need to tie them together as a business owner!

External marketing is no different. It’s similar to a two-way conversation in that you tell your story and people use their reference points to see if it’s worth conversing about. Even with ads and websites—you put out your story (product benefits) and consumers review it by their own reference points. Do you hit a positive trigger point that makes them realize they need your product or service? How about a simple five-question survey at the top of your website? Maybe a FREE information newsletter chock full of good tips and special offers. Either of these elements should be tied to entice people to register on your (privacy secured) website. Simultaneously, you can build a database AND get more people interested in what you have to offer for future follow-ups!

Example: Netflix. Once you rent your first movie from them, get it in the mail, view it at your convenience with NO return timetable or late fees, and drop it right back in your mailbox to return, you’re hooked. It is one of the easiest movie rental services to use. Build your own watching “queue” which can be updated at any time, instantly be shown recommendations of similar movies you may also like by the same actor or theme...and the company continues to introduce you to its other products.