

# When You're Looking to Connect With Your Customers, Please Don't Have Them Rushing for The Dictionary!

By Raja C. Hireker – Marketing Consultant & Freelance Copywriter

**“But you don't understand; my clients, customers and prospects are *really really* different!”**

The number of times I've heard that comment is just astounding. *People are people are people*. What that means is that just like you and I, every single person who is a prospect for your products or services - whether they're the MD of a multinational, the chief of the wholesale arm you're looking to influence, the aristocracy, the affluent and the not so affluent end users for your offerings... *they're all... human*.

And, as with all humans, we're all riddled with emotions. This tends to be forgotten when there are business transactions or marketing promotions going on. Customers, clients, prospects, no matter where they are on the income chain, all have feelings. They have tender moments that we take for granted. And look, there's no such thing as business to business marketing or business to consumer marketing. It's all *people to people marketing*.

I really hope you get and understand that distinction, as it'll open doors to you that you thought were previously... banged shut.

See, people, all types, everyone, are dying, silently begging to be talked to like a human being. They really are. See, no one really gets appreciated, acknowledged, cared for, like the way they should from everyone. They don't.

And, what I'm about to say next will surely trigger more than a few alternative thoughts in the head of a few people. You see, *no matter how high you think the sophistication level of the prospects and clients you're looking to attract, they're human and loved to be sold to, well*. And that too without the lofty, jargon infested talk that most business owners think they need to use when dealing with '*clients with money*'.

Sure, a certain number of your clientele may have a level of affluence that most couldn't even dream about. But, I'll wager you they'd loved to be sold on whatever you're selling if your communication comes across as warm, sincere, contains a fabulous offer and... shows no trace of grovelling, timidity or pandering to every whim and fancy.

You can hear the brigade now, can't you? ... *“But my clients are worth hundreds of thousands, even millions; I can't lower myself by resorting to communicating to them in ways that are for the non wealthy!”*

*Let me share an example with you.*

I love the story of how Lee Iacocca (*mega wealthy chief of Chrysler cars*) was involved in a group discussion with an outside party. *Of the whole group*, Iacocca focussed only on the one person who spoke to him directly, frankly, honestly about what their particular marketing company could do for Chrysler.

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The other people in that negotiating team were star struck, used language and behaviour that was interpreted by Iacocca as weak, over the top flattering and contained a mumbling repertoire that turned Iacocca right off.

Sadly, the art of simple, warm plain talk is as common as running the 4-minute-mile before breakfast. *It just doesn't happen that often!* Why not *be* that person whom your clients love and adore because of your simplicity, warmth and sincerity? It'll pay you handsomely.

Although this article is targeted for Jewellers, I think you'll find the following non-jewellery example really instructive and you can easily adopt, apply and see results in your Jewellery business.

Here's an example of how a financial accountant racked up a fortune, for himself and, his clients due to the services he delivered. There was a lot going on about taxes and the impending doom and gloom for small businesses and it was pretty much the talk of the town a while back. This marketing savvy accountant created a marketing promotion to reach those businesses with an annual turnover of 500K – 1M.

The results of his promotion were astounding, considering that it cost about £3.50 to attract each client! And, each client was worth over 13K a year to him in fees! Now how's that for a super ROI? (*Banks and financial institutions would simply choke at the mere thought of it!*)

**What he did was to send a compelling letter promoting his services that was folded, put inside an envelope and stuck to the side of an oar!** That's right, an OAR! Now, imagine you're the recipient of a letter promotion who has been carefully targeted due to careful client profiling, and you receive this packaged oar in the post. You've got to tell me that you'd be a little intrigued with it all, *right?*

Then, on opening this package, you see a hard, real, wooden oar on your desk. You then reach for the letter. You open it. The first thing you see are the words:

***Has your financial accountant left you up the creek without an oar to paddle to safety during the most financially troubled times for small businesses...***

*Gimmicky?* Maybe. *Does it work?* Heck Yes! I'd say to the tune of 200k a year in extra business!

What about the Bank who were seeking high net worth individuals to try their services out. What did they do? They only offered a *Rolls Royce* to those who invested at least 500k and stayed with them for a fixed number of years!

Tell me now, in the examples above, do you think these individuals were somewhat *affluent?* Would it be right in saying that these 'prospects' also go through some kind of *sift, sort and screening* process when looking for a suitable supplier of the service or product that they're after? Do you think they're looking for vendors to appeal to them in ways that'll not only get their attention in novel and unique ways, those who treat them as normal people who have feeling and emotions?

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I hope the light bulb in your head is starting to shine brightly for what you should be asking yourself is – “*What can I take from all this and apply it to the products and services I offer?*”

***I want to share with you a further example. This will be something you can work with immediately***

A precious gems consultant told me about some advertising he was thinking of running for a chain of Independent Jewellers. He showed it to me. You’ll see it below. I told him to immediately *stop* what he was doing and run the one below it. The customers just won’t get what you’re deviating through.

Sure, touchy feely language works in some cases, though, when you cloud it with such perfumery and riddles, it’ll not connect with their overriding and dominant emotions. He still persisted to run with the one below -

**Moonlight and soft shadows, and it bears a promise of the  
Sky. For in it’s depths stir six arcs of a veiled silver star  
... eager to fling their beauty to the night**

Below, you’ll see how I would’ve stated it all a little differently:

**We’ve Got 17 Stunning Deep Blue Sapphire Sets That’ll Make  
You Feel Like a Million Dollars. Come Into Our Store Before 17<sup>th</sup> July, and Buy  
Them. If You do, We’ll Give You A Pair of Three Tiered Diamond Earrings...  
FREE! Though... You’ve Got To Be Quick or They’ll Be Gone Before You’ve Had  
a Chance to Blink!**

Do you know what happened?

The consultant said these exact words to me – *‘I don’t think that the jewellery owners want their customers reading that type of advertising. They’re a little on the conservative side’*

Incredulously, I asked, *What are these people paying you for? Aren’t they paying for your expertise? Don’t you know more about advertising and marketing than these people?*

It’s akin to the lunatics running the asylum! It’s the *‘but my clients are different’* mantra.

Why don’t you take the test? If you wanted to sell and promote your current crop of jewellery - and *‘sell’* being the operative word here, not get attention or have people saying how wonderfully poetic your promotions are but they refuse to buy anything –

*Would you decide to run your promotions based on the first non-descript ad, or, would you go for the one that would sell for you?*

Compelling salesmanship is the *life-force* of any business, practice or profit making enterprise. Think about it: if the advertising, the COPY, the words do not get written,

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*nothing gets done*, the business grinds to a creaking halt – the ads don't get placed, the sales letters don't get posted, emails can't reach their intended destination, blogs don't get read, video and audio products can't get created.

Nothing; let me repeat... NOTHING happens.

Effective words and the way that they are strung together to promote your skills, your services, your products... is the highest pay off activity any business can engage in. When you decide to master this single skill – putting words on paper or a PC, you'll be able to create a revenue income stream – on demand. You simply won't believe what will happen!

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If you would like a **Free, Valuable, 10 Point Jewellery Marketing Audit** of your current marketing and advertising, please send an email with the words **“10POINTJMA”** in the subject line.

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