

# Why Have Most Business-to-Business Marketers Hidden Away Their Most Promotable Asset?

By RC Hireker

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*“Nameless, faceless cold hearted fiends!”*

That’s the descriptive message delivered by business owners about the communication they receive from... OTHER BUSINESSES!

Warmth, empathy, authenticity and personality, seems to have been left to reside in the dictionary, with its pages opened by a knowledgeable few.

We just have to take a look at the marketing and business communication we receive in a week... -and you can name an industry category you want – medical, engineering, software, financial, educational seminars, catering, business services, the lot... it’s all pretty bog standard stuff, wouldn’t you agree?

In fact, just take a peek inside your own, or other trade industry journals and publications. The trail of waste and absurdity, reads the same.

There’s nothing much to get juiced and excited about. No real *“Wow, that’s smart, ingenious, compelling... and... it’s got me really interested”* type of feeling.

## **Marketing’s Number One Sin is Scattered Around... in Abundance!**

Yes, marketing’s numero uno sin is simply everywhere because most B2B advertising begins with a lifeless collection of meaningless platitudes that are, quite literally, deadly dull and boring beyond comprehension.

All too often, it looks like most marketers (selling to businesses as well as direct to the end consumer) display their own human nature, instead of kerbing it and fixing on the human nature of the prospect.

For if you really get it, all the prospect is interested in is contained within the evergreen song - *What’s in it for me?*

Quite frankly, if you were to get similar marketing and promotional pieces from competitors in any industry, you could simply switch company names and it wouldn’t make a jot of difference in what was being sold!

I think you’ll agree that if there’s anything that gets us fidgety, it’s reading the monotonous, lacklustre, groaning and droning tones of those desperate to interest us in their products and services.

I mean, don’t we deserve to be informed, tickled, challenged, educated, in a way that doesn’t impose, bully or simply... bore that pants off of us?

Think about the poor recipient who's at the end of a business communication. We've got to realise that he faces stacks of written and promotional material every single day. They're piling up to the height of his bookshelves. They're like paper skyscrapers fencing him in.

He's drowning in paper chaos!

Don't you see it? He's on the verge of sending the whole lot into the centre of the room and setting them alight, he wants to burn the damn things up! Can you see him now? He's like a psychotic maniac, muttering to himself, "*just one more boring letter and the whole pile gets it!*"

And then... a marketing piece arrives on his desk.

He then stops to look at what could be the last letter that he ever sees. He fumbles with the envelope, rips open the mailing piece, and...AAARGH!!...

***"ABC company is a foremost communications solutions provider with professional integrity, global client portfolio, unsurpassable management infrastructure and impeccable professional credibility, BLAH BLAH BLAH..."***

Can't you see the poor sod now? With that last fond farewell GUILTY sales letter in his hand, he's about to torch the whole place to cinders...

The poor fellow above could have had his sanity spared when all that was needed was a much needed dose of PERSONALITY along with a warm and charming story weaved into the business communication.

Yes. Because business-to-business marketing *isn't* businesses speaking to businesses... **it's one person, speaking to another!** And that's all there is to the solution of bad, wasteful, boring marketing and advertising communication.

Personality counts... A LOT!

Where would Virgin be without Richard Branson? Where would Richer Sounds be without Julian Richer? Where would The Apprentice be without Sir Alan Sugar?

Of course, one doesn't have to be the flamboyant *rah rah* Mr. Charisma. But, being oneself and letting that natural authenticity and personality shine through, can't but help win people over in droves.

And obviously, faking a personality just to be in the limelight is easily spottable. And do you know what? Faking it does nothing less than drive that prospect into the willing and cosy arms of... your competitors!

Most people in general, feel that they have little or no personality. Which of course, is a mis-truth. The problems arise when trying to transfer that sometimes hidden personality into a marketing and sales document, whether onto paper - pc, radio, tv, or any other media format.

And it's probably true that there are hundreds of great products and services that *didn't* make it to the marketplace in a way that the owner intended. Do you know why that is? It's because of the reluctance of the business owner to inject the necessary personality and humanness into the marketing and advertising of their products and services.

Though to be fair to the business owner, if he's entrusting the marketing and promoting of his business to third party professionals, they ought to step in and cure this personality problem, *ought to*.

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