

Are Your Business Solutions
Your **Biggest**
Marketing Problem?



Sales and marketing professionals are often taught to emphasize the features, benefits and solutions their product or service provides. But how and when should you address your clients' most pressing problems?

Are Your Business Solutions Your Biggest Marketing Problem?

(How to attract clients and hold their undivided attention every time)

Don't you just *love* going to the doctor?

I went to the doctor not too long ago for my regular checkup. The exam was rolling along just fine at first. My heart sounded good, my lungs were clear and my knee jerked right on queue with the thumpity thump of the rubber hammer. All the while, my mind was a thousand miles away on who the heck knows what.

All of a sudden there was dead silence in the room. My doctor hesitated for what seemed like an eternity. Then he looked straight at me and said, "*I see something on this test that I don't like.*" Although I was off in *La La land* just moments before, the doctor now had my full and undivided attention!

So why did the doctor suddenly have my undivided attention?

Because if there was a problem with my health, I wanted to know right then and there what to do about it. This is exactly how many national advertisers attract your attention. They point out a problem to grab your attention **first**. And if that problem relates to you, you'll tend to perk right up and listen.

For example, drug companies almost always bring up a health problem first in their print ads and commercials. With literally billions of dollars at stake, they have learned that **problems are a powerful psychological magnet for consumers.**

What better way to target consumers than by addressing the problems their drugs will fix?

Everyone has a problem of one type or another that needs solving

The problem may be something as minor as getting a stain out of your favorite shirt. Or it could be something far more serious. So companies who bring out these problems in their advertising messages automatically attract customers who need their solution. And the good news is, you can too (even if you don't sell drugs)!

Here's a classic example;



Notice what's *really* going on in this ad?

The driver is in the car with another passenger in a rather enclosed space. And maybe, (just maybe) he's the kind of guy who doesn't just let 'em rip!

So the road sign, “**Do Not Pass Gas**” brings a potentially embarrassing problem to his attention.

Problem:

“Got gas on your mind?”

Solution:

“Try Gas-X Thin Strips”

And then one final reminder of the benefit just to the bottom right corner of the box ... “*Pressure's Off!*”

Ahhhhhhh, the relief!

Why does problem-based marketing work so well?

Problem-based marketing works for a simple reason - human nature. There is a basic instinct hard-wired into our human brains that when it is presented with a problem, it tries to find a solution. So when you bring problem-based messages to your customer, it stops them in their tracks and forces them to *think*.

Even if they don't have the problem now, they may in the future. As with the *Got gas?* example, your potential clients may not have the problem today, but what about tomorrow? Bringing up a problem you solve highlights it in their brain. It catches their attention and creates a sense of urgency in those who need your solutions now.

The key is to make your company the obvious solution to their problem.

People will naturally be more inclined to buy your product or service if it is a problem that isn't currently being solved for them. The customer's perception is that if you are bringing the problem to their attention, then you'll have a convenient solution for them.

How can your small business effectively compete for attention?

As we all know, we are constantly bombarded with advertising messages competing for our attention. So how do you stand out? Human nature is the same no matter what size business you have. And problems are a psychological trigger. Psychologists actually refer to this trigger as the pain - pleasure response.

So bring up problems in vivid detail to get your customer's undivided attention. Here are some ideas to get you started;

- Bring up the problem
- Go into appropriate levels of detail to expand on the problem
- Bring up the consequences of not solving the problem
- And then give them *your* solution

Once you have their attention you can then give them your solution. Since it is a problem they already understand, it creates a trigger for them.

Now that you have created the trigger by presenting the problem (or perceived problem) the concept of the solution makes sense to them and they will respond to it. The more unique your solution, the more you will stand out from your competition.

What's next?

After reading this article, you'll start to notice what's been right in front of you the whole time. And you'll be amazed. It will be as if someone removed the blinders because you'll see these kinds of examples all around you in varying degrees.

All the while, you'll start to think of prime examples you can start using in your own small business. What are the biggest problems or frustrations you can relieve for your own clients? Pick one or two and incorporate them into your own advertisements, e-mails, slogans, sales presentations and even your signage where ever possible.

So what happened at the doctor's office?

So glad you asked! As I sat in the doctor's office on full alert, he informed me that excess stomach acid was damaging the lining of my esophagus. So he prescribed a little purple pill to treat the root cause.

Problem solved!

If you need assistance incorporating this strategy into your business signage, banners, brochures or trade show displays, just give us a call.

Warm regards from the south,



Tim Harrelson
Head SignChef

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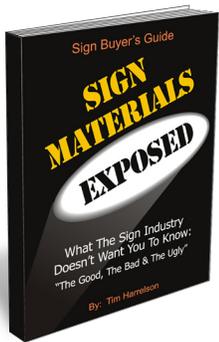
P.S.

Forwarding this report to other business professionals you know is a thoughtful gesture. They'll be grateful you cared enough to take a moment and send it to them!

Free Bonuses

Yes, practically everyone likes getting something for free. Especially when that something has real value. Inside these special reports, you'll discover valuable information. Information that can help you avoid making expensive sign mistakes. And give your business a sharper, competitive edge for years to come.

I've also included marketing reports exclusively designed for small businesses. One of these reports actually turned my thinking about marketing **upside down!** This key insight made a profound difference in my own small business. I hope it does the same for you too.



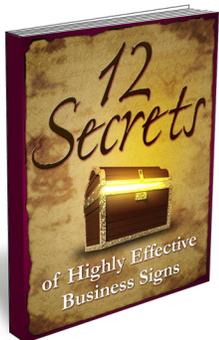
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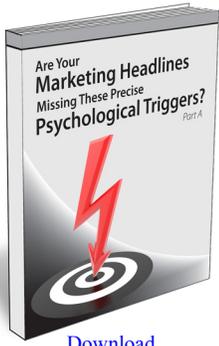
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Is Your Signage Missing These Critical Components That Grab Customers Off The Street?

Do you really understand what makes one sign attract attention while others remain virtually invisible? How much business will you continue to lose if your signs fail to get noticed or spark consumer interest? Not knowing these *simple*, yet profoundly important secrets may very well be costing you more ongoing business than you realize.

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A **\$49.95 value**, these "[12 Secrets](#)" are available free, for a very limited time. You can download a save a copy to your computer right now.



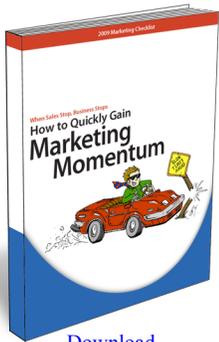
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How to write compelling headlines that will grab your clients' attention every time.

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How To Quickly Gain Marketing Momentum

When Sales Stop, Business Stops!

So keeping your marketing engine humming along is kind of important. Let your foot off the gas for even a second and you could lose momentum. And that can be dangerous. Especially during these times of economic uncertainty.

So here's a list of marketing options and ideas to ponder. This list is a great brainstorming and goal planning tool. It can help you clarify how you want to promote and grow your business. You can [download](#) it now, with our compliments.

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