



The
WOW
MARKETING
CLIENT-ATTRACTION
Phenomena

**“THE EASIEST WAY
TO GET SOMEONE’S
ATTENTION IS
TO DELIVER THE
UNEXPECTED.”**

John Jwyer

**Welcome to JD’s Wheel Of Wow marketing system,
a formula to help you attract an avalanche of new clients.**

THE WHEEL OF WOW

Client Attraction System



WHO IS YOUR TARGET AUDIENCE – AND WHY?

I'm here to tell you that unfortunately, many business owners and managers fail to spend sufficient time on this very important component of their marketing plan – and, hence, fail to get *bang for their marketing buck*.

After all, it's pretty hard to hit a target when you don't know what the target even looks like – or where it is!

I've seen termite exterminators distribute letterbox brochures to homes and apartments in high density suburban areas that have very few trees (*termites mostly occur in homes surrounded by forest or heavy tree cover*) – and then wonder why they got little or no response.

I've seen a licensed club promote baked dinners and pizza meals to a residential area which consisted predominantly of Asians – and they wondered why their efforts were in vain!

And I've seen a building society distribute home loan letterbox brochures in an area largely made up of university students – only to be bewildered when their call centre phones never rang.

You see, the whole name of the game when it comes to marketing is to *go fishing where the fish swim*.

But, of course, firstly you need to determine which fish you are chasing.

And whilst this may sound like a pretty obvious first step, you'd be surprised at how many businesses simply spray bullets with their marketing funds, communicating their messages to the wrong audiences and wasting their time and money.

When putting together your marketing

plan, the very first thing you need to do is determine **who** you want to attract for your products or services.

Are you chasing men, women or both?

Do they fall in a particular age group or socio-economic demographic?

Does your audience comprise predominantly of working class people or are they consumers who would more likely be categorised as upmarket professionals?

Does your target audience work in a blue singlet industry or are they perhaps a white collar manager?

Are they employees or do they own their own business?

What's their marital status and do they enjoy sport, live theatre or perhaps the opera?

I could go on and on, but I'm guessing you get the idea.

If you are marketing acne solution cream, then obviously your target audience would mainly be teenagers and twentysomethings.

If you are selling high-end sports cars, I'm guessing your target audience would be wealthy professionals.

And if you're selling turf, you're most likely going to be targeting landscapers and developers, due to the fact that they will order large volumes of grass for multiple projects.

Make sure you determine your most profitable client!

I believe the best way to go about deciding upon your target audience is to apply the good old 80/20 rule to your business (80%



If you're a funky dentist with all the latest gadgets, perhaps your main target is Gen Ys and Gen Xs?

of your sales normally comes from 20% of your customers).

So have a look at the 20% of your clients who represent the majority of your revenue and see if they are your most 'profitable customers'.

In theory, they should be, simply because they are loyal and keep coming back - hence why they represent most of your income.

Who knows, perhaps there are very profitable clients within your other 80% of sales, so it's certainly worth analysing this segment as well.

For example, if you find a group of very profitable clients in the 80% category, it would be worth devising ways to entice them to spend more often!

Regardless, the exercise you need to be undertaking is one which crystallises **your most profitable client**.

The aim of the game is to determine who are your most profitable customers and what they look like - and then simply go looking for more people who look like them.

Let me repeat that, because it is absolutely vital.



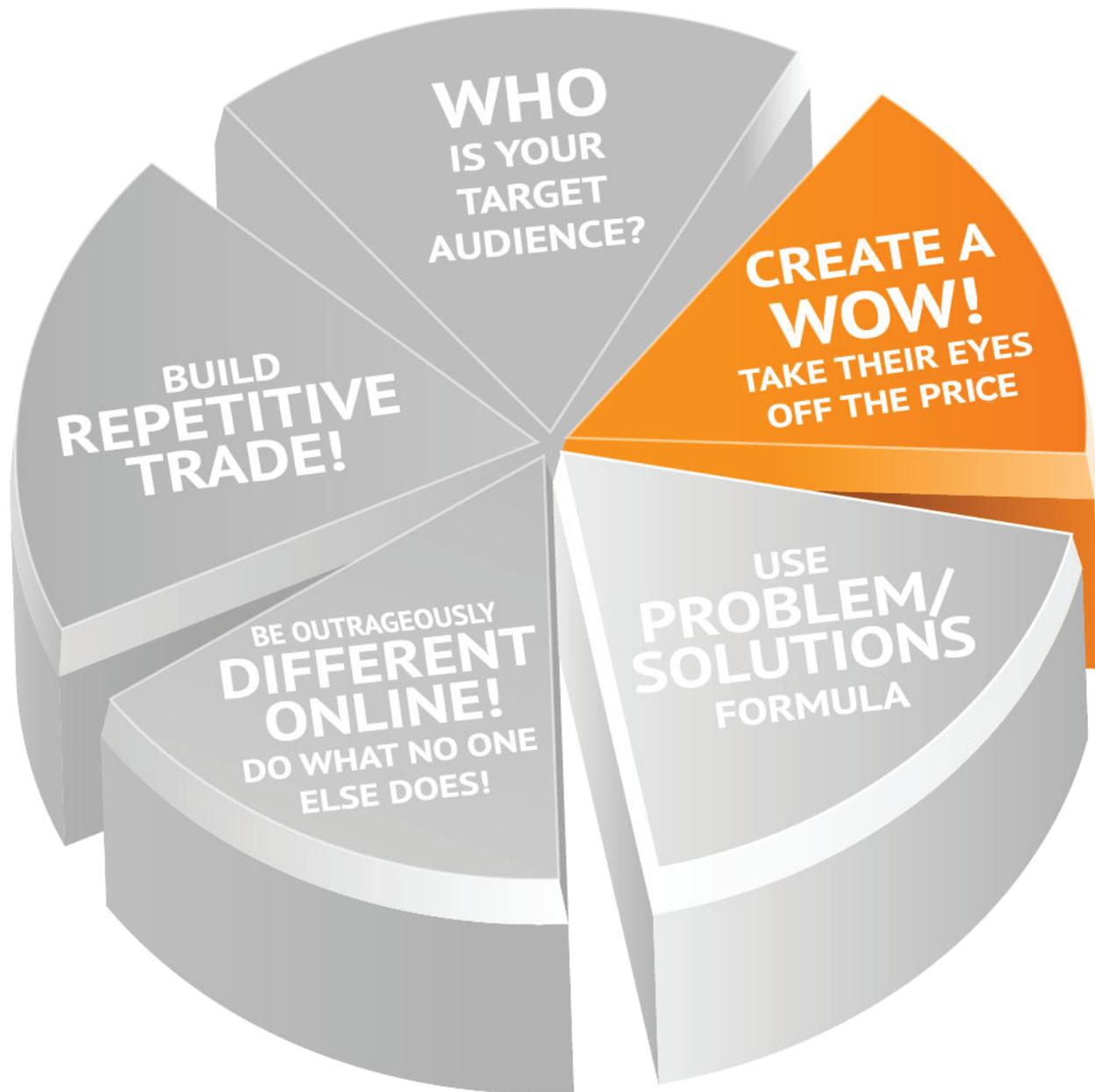
*How cool is this dentist's waiting room?
Has 'WOW' written all over it!*

All of the other components of this home-study Wow Marketing Diploma Program will diminish in value if you don't get this part correct from the very start.

When you consider the other four parts of my Wheel of Wow System, their impact upon your revenue will be severely thwarted if you don't get this first part 'spot-on'.

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CREATE A WOW! TAKE THEIR EYES OFF THE PRICE

WHEN PUTTING TOGETHER YOUR MARKETING PLAN, YOU HAVE TO ASK YOURSELF: “AM I DAVID OR GOLIATH?”

Because your marketing plan should take on a different demeanour, depending upon which one you are.

If you believe you're David, then you're most likely a 'challenger brand'.

On the other hand, if you're Goliath, then you're probably a 'leading brand', the likes of Coca Cola, McDonald's, Apple, Disney, Microsoft or Nokia.

I'm betting that if you're studying this course, you're a 'challenger brand'.

Therefore, I'll be concentrating on providing you with strategies and ideas to distinguish your business from the big boys.

The reason I started this section of my Wow Marketing Diploma Course with the 'challenger brand versus leading brand' analysis is because it's *very important* that you recognise the status of your business prior to creating your marketing plan.

My strong belief is that if you're a challenger brand, your marketing plan needs to be very different from the leading brands in your category, otherwise you're going to be invisible.

Can you imagine how difficult it would be for a 'no-name cola' company to take on the might of Coca Cola - if all of their advertising and communications looked very similar to Coca Cola?

Think about how difficult it would be for a small 'instant coffee' company to take on Nescafe if their advertising looked much the same or consider how difficult it would

be for a fried chicken store to take on KFC if all their advertising looked similar to the Colonel Sanders chain!

If you're a 'challenger brand', you need to 'challenge' the big boys with very different marketing strategies to theirs.

Otherwise, their huge marketing budget is going to drown out any noise you make.

Challenger brands don't have the budget of the market leaders, so if you're a small player and you want to take on the market leaders, **don't** launch advertising campaigns that look identical to theirs.

Because if you have \$50,000 to spend and they have \$50 million, do you really think you will ever achieve cut-through if all your advertising looks similar to theirs?

Create a Wow and become the 'UN' of your industry!

If you're a small player in your category, the best chance you have of standing out and stealing market share is to **look very different from the market leaders** and all of your other competitors.

'Same is lame' in my books, particularly if you're a small player against the giants.

When I say, "Become the UN of your industry," I mean UNlike any of your competitors in terms of your marketing and overall brand persona.

So, if you're a bakery, become the UN-bakery, if you're a landscaper, become the UN-landscaper and if you're an accountant, become the UN-accountant.

The point I'm making is that if you are a small player compared to your industry leaders, you simply can't afford to 'mirror' their advertising and marketing tactics.

Because in a 'sea of sameness', the loudest voice always wins.

And I'm guessing if you're doing this home study course, you are **not** the market leader with the biggest budget and the loudest voice.

You need to be extraordinarily different from the pack.

If you're the company that's unique and distinctive – and you market yourself very differently from the industry leaders – chances are you'll start to see people gravitating to you because of this!

Ask yourself these questions:

1. Does my business have a 'product advantage'?

(In other words, have you devised something like the iPhone, or the Concorde?)

2. Do you have a 'systems advantage'?

(In other words, do you have an operational formula like Disney, Starbucks or McDonald's, where you simply stand out from the rest because of your masterful 'operational systems'?)

If you answered "no" to both of these questions, then you have to realise that you are 'just one of the pack'.

In other words, your product or service is pretty similar to a whole bunch of competitors and unless you have a massive marketing budget, it's going to be near impossible for you to stand out from the crowd and be noticed.

However, don't despair, because there is a solution.

And that is – **you need to have a 'marketing advantage'!**

That's right, if you are not the 'UN' of your industry with your product or systems, you need to become the 'UN' with your marketing and communications.

Do you think Richard Branson's Virgin Airlines uses different planes than any of his competitors?

No.

But he has mastered the art of 'wow factor marketing' and when you combine his terrific customer service and extraordinary marketing tactics, you end up with a challenger brand that has leaped-frogged his competitors to now become a 'leading brand' in most regions.

Take a leaf out of Richard Branson's book and follow the same path.

Be bold, be different and be innovative with your marketing.

Chances are that your product or service is not all that different from your competitors, so if you don't have a *product advantage* or *systems advantage*, make sure you have a **marketing advantage** and become the UN of your industry.

When you do this, you can be the David that takes on Goliath – and wins!

MAKE ONE OF YOUR 'WOWS' YOUR STATUS AS AN EXPERT!

When business owners or managers ask me for my opinion on what sort of 'wow' they should introduce, I tell them to immediately look at their personal skill set and determine if they can legitimately position themselves as 'the expert in their industry'.

In other words, are they confident that they have more knowledge, more skills and more savvy in their chosen field than any of their competitors?

You need to ask yourself the same question.

Why?

Because if you **are** an expert at what you do, this is your first and probably your most important 'wow factor'!

Let's face it, we all want to deal with the person who seems to be the foremost exponent of their industry, whether they be a chiropractor, lawyer, accountant, surveyor, landscaper, butcher or hairdresser.

when considering 'wow factors' for your marketing, consider whether you are the best in town at what you do.

And if you believe you are, make sure this is loud and clear through all your marketing communications!

Now is no time to be shy.

If you're good at your trade, shout it from the rooftop!

If you have certificates or awards for particular achievements in your area of skill, make sure that these plaudits are part of your marketing spiel.

And if it's 'your business' which better fits 'the expert tag', then so be it.

There's no reason why **your actual business** can't be seen as 'the foremost source of expertise' in your industry.

One thing's for sure, we all enjoy dealing with experts, whether they are individuals or companies.

Do you reckon Apple has 'an expert' brand persona?

You betcha!

How about Microsoft?

Yep!

And although we are trying to eat healthier these days, if I asked you to nominate the expert when it comes to fried chicken, I bet you would tell me KFC or Colonel Sanders.

So if you think you make the best steak sandwiches in Australia and can rally some 'social proof' to back up your claim (e.g. customer testimonials), then why shouldn't you boast that you "make the best steak sandwiches in Australia?"

And guess what?

Aside from being a terrific 'wow factor' to distinguish you from your competitors, when you're 'the expert', people are happy to pay you more money!

Why?

Because your prospects appreciate that when they're dealing with 'an expert', they should expect to pay more.

Another advantage of positioning yourself as 'the expert' is that it instantly breaks down the barrier of mistrust that normally exists between the buyer and seller.

Most sales people chip away at breaking down this barrier.

When you're 'the expert', you crash through the barrier quickly as prospects immediately see you as a trusted adviser.

As the expert, you immediately become the 'go-to-guy' whenever someone has a problem in your area of expertise.

I call this technique 'magnetic marketing' because you become a magnet to prospective clients.

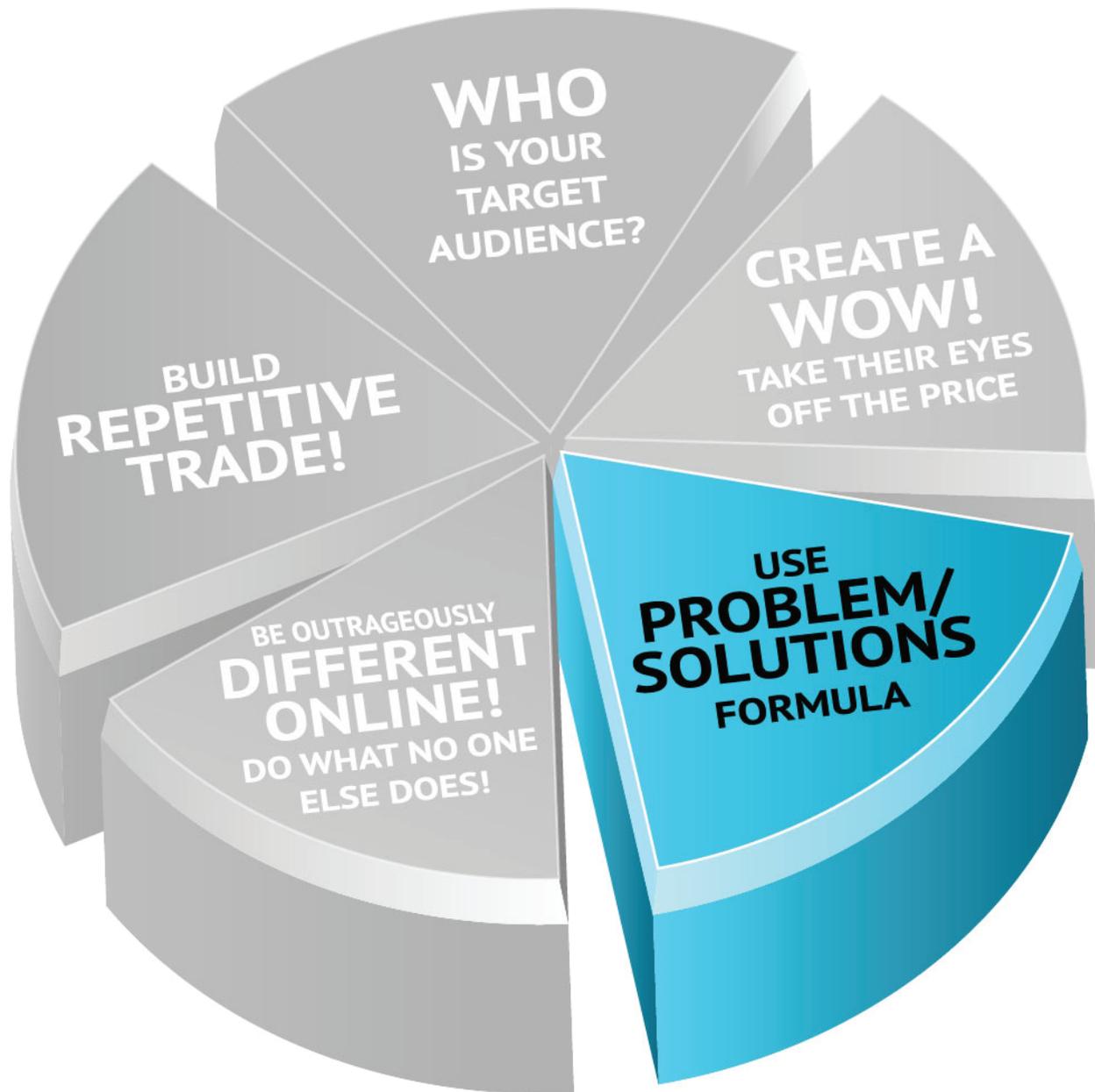
Whether you're a lawyer, personal trainer, gardener, florist or interior decorator, position yourself as 'the expert' and watch new clients gravitate to you naturally.

Here's some examples of business people who have successfully positioned themselves as 'the expert' in their field:

- Gordon Ramsey - cooking and all things food.
- Dr Phil - expert on relationships, parenting, life strategies and psychological issues.
- Bear Grylls - expert at outdoor adventure and survival.
- Dr Oz (of Oprah fame) - all things medical.
- Steve Irwin - crocodiles and wildlife.
- Jamie Durie - landscaping and gardening.
- Elle McPherson - the fashion industry and modelling.
- Jamie Oliver - food recipes and cooking.
- Anthony Robbins - life coaching and peak performance strategies.
- Martha Stewart - home wares, cooking and craft.

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USE THE PROBLEM/ SOLUTION FORMULA!

Now that you have researched your products or services and you've determined who your most profitable target audience is - AND you've created compelling wow factors around your expertise - now's the time to ensure that you capture your audience's attention by showing them how you can solve their problems.

Yes, let me repeat that again.

Your communications need to convince them that you're going to solve their problems.

Let's face it, why do you go to the dentist, doctor, chiropractor, accountant, lawyer, landscaper, builder, personal trainer or your pool cleaner?

Because you want them to solve your problems.

So when it comes time to marketing your business, make sure you highlight to your target audience **their problem** and then provide them **with your solution**.

To make things easy for my clients, I've nicknamed this strategy as the 'Nurofen formula' or Panadol formula.

The reason I've done this is because of the similarity of the problem/solution tactic to that of these headache remedy companies.

In the old days, Nurofen would promote 'the features' of their headache tablets, citing the fact that the capsules contain paracetamol and codeine.

These days, both Panadol and Nurofen cut straight to the chase that if you've got a headache, it will be gone in 15 minutes without tablets.

Have a look at the Nurofen ad - <http://www.youtube.com/watch?v=ERAz8Cdq62k>

Some marketers will call this formula 'emotional direct response advertising' - and that's fine.

I tend to simplify things by calling it the 'problem/solution' system.

There are five ingredients to making this formula work for you and they are:

1. Identify your prospect's problem.
2. Aggravate the problem (i.e. highlight what might happen if they don't do something about it).
3. Provide the solution.
4. Provide proof (normally, customer testimonials or industry experts endorsements).
5. A strong call to action (ring a 1-300 number, visit our business or go to our website).

If you've watched any morning or midnight to dawn television, you've probably seen lots of advertisements using this technique, everything from weight loss programs and exercise equipment to power juices and beauty products.

Why is it a successful formula?

Because the five ingredients are all triggers that produce instant customer response and therefore instant, measurable sales.

All of us want our problems to disappear as quickly as possible and therefore if someone provides us with a magic formula, there's every chance you're going to get our attention.

Indeed, most of us are even happy to pay a premium if someone can quickly take away our pain.

If the advertiser is promoting a magic wrinkle evaporation cream, you're more likely to see the television commercial in sepia tone to start with, showing a 40-something or 50-something housewife in daggy pyjamas, wearing no make-up and looking like she has just had 15 rounds in the boxing ring with Muhammad Ali.

In other words, the advertiser is immediately showcasing the problem and the voice over will say something like, *“Are you feeling depressed, tired and embarrassed because of your pale complexion and crow’s feet around your eyes?”*

The voice over or presenter will then exaggerate the problem by saying something like, *“You know, those worry lines are not going to disappear by themselves. They will only get worse unless you are able to discover some magic formula to eradicate them.”*

Then the TV screen will turn to full colour and the woman’s complexion and demeanour will instantly change for the better when the voice over supports the product appearing on screen, with the exclamation of, *“Your problems are over – here’s your solution, our XYZ magical wrinkle formula, where just two applications per day can minimise your wrinkles by up to 75% within two weeks!”*

Then follows the proof, with customer testimonials from members of the target audience, (women in their 40s, 50s and above) and then the call to action, which is generally a phone number or website being featured.

I know you’re probably nodding your head up and down, as we’ve all seen a million of these.

But perhaps until now, you haven’t fully recognised the potency of this problem/solution formula.

It’s tried and tested – so why not use it for your business?

One of the most astute users of problem/solution marketing tactics is the giant Guthy-Renker company, which promotes the Zumba fitness products, Proactiv, the Knockout Abs, fitness equipment and scores of other ‘made-for-television products’.

It is one of the world’s largest direct response television companies with sales of nearly \$2 billion per year.

Other high profile emotional direct response marketers are www.danozdirect.com.au and www.demtel.com.au.

Australian readers will certainly remember the role that Tim Shaw played for Demtel, with his famous “But wait, there’s more”

phrase.

Please don’t misinterpret what I’m saying here.

No matter what size your business, you should still continue to develop **your brand or personality**.

Just as your own general demeanour becomes your personal brand and therefore your reputation is linked to this, so too is your business linked to its personality.

So if your business is a little unconventional and cheeky, you may mirror Richard Branson’s Virgin brand.

Or if you are a professional and very corporate, your brand might be something like Price Waterhouse or KPMG.

If you are a fish and chips shop and you are always greeting guests with a happy-go-lucky welcoming message of “Hi, how’s your day?” and telling gags as you are serving customers, your brand personality might be more akin to Steve Irwin’s or Jim Carrey’s.

Hopefully you get the drift.

No matter what business you own or run, you should continue to always push your brand personality to your customers in every form of communication.

But because you probably don’t have the budget of Virgin or Coca Cola, your best means of producing ‘measurable results’ from your marketing is to also use the problem/solution tactics I’m recommending here.

LET’S TAKE THE INSTITUTE OF WOW AS AN EXAMPLE.

Let me tell you how I use this problem/solution formula for my own business.

Firstly, let’s look at my competitors – predominantly advertising agencies.

For decades, businesses have considered that the only way they can get professional marketing help is to engage the services of an expensive advertising agency.

You’ve probably seen the various movies and TV programs based on the life of an advertising agency – where the agency executives ‘pitch’ to clients, taking them out to dinner and providing weekend ‘brainstorm events’ in order to win the business.

Indeed, you only have to recall the *Bewitched* TV program to get a quick visual on how much effort from an advertising agency was put into getting a new account.

(Remember Larry forcing Samantha's husband, Darren, to go to all sorts of lengths in order to impress a prospective new client!)

The truth is, once an advertising agency scores an account, the likelihood of the new client dealing regularly with the senior members of the ad agency is remote.

Sure, the wise old heads from management and the creative department do the 'pitching'.

But when the new client has been won over, 95% of the time the client cops the young 20-something advertising school graduate who has very little experience.

In other words, the 'old guard' with decades of experience wins the account and then the servicing is looked after by the young apprentices in the agency.

Not good.

So what do I do to distinguish myself from these competitors, namely advertising agencies?

Simple.

I highlight to prospective clients that when they buy into my coaching programs, **they get me.**

A very, very, very important distinguishing point of difference!

I often say to prospective clients, "*If you are going to get heart surgery, would you prefer that the surgeon is in his 40s or 50s or perhaps a 25 year old who just came out of medical school?*"

The response is obviously, "I prefer the older guy" – for a good reason because he has decades of experience and has done hundreds of successful operations.

By showcasing this scenario to prospective clients, they immediately understand that coming in to one of my coaching programs would be immeasurably more valuable, as they are going to be dealing with an expert with decades of marketing knowledge and experiences.

So you see what I'm doing here.

I've provided them with the 'problem' of

dealing with my competitors and then give them the solution (becoming one of my clients).

I aggravate that problem further by highlighting to them that if they were to deal with a typical advertising agency, the monthly fees would be outrageously more than if they had joined one of my programs.

I can easily demonstrate this, as I have many examples of advertising agency fees.

And whilst I don't advocate that you use 'price discounting' as a marketing tool, there's nothing wrong with showcasing '*your value versus a competitor*'.

If, for example, I know that an advertising agency would charge a client around \$30,000 a month and allocate 'junior staff' to the account, I will highlight that a client can get **me personally** for between 10% and 30% of that fee!

Think about this for a moment.

Put yourself in that business owner's shoes and which of those scenarios would you choose?

I already know that the prospect has a problem – he or she is a business owner who is disappointed with their current revenue and they need that fixed.

Therefore, they are looking for marketing advice and the traditional path is to knock on the door of an advertising agency.

I have acknowledged their problem of 'lack of sales' and I know that their likely alternative to me is an ad agency.

So I then go about highlighting the problems of using an advertising agency and providing them with my solution, being a relationship with The Institute Of Wow.

After providing them with that potential solution, I then provide 'proof' of my value, by giving them my credentials and scores of case studies and testimonials.

(And that's the easy part, as you only have to visit my website at www.theinstituteofwow.com and you'll see plenty of evidence of the skills I provide and the benefits that my clients enjoy.)

And, of course, the final part of the puzzle is simply a "call to action" and I do this by inviting the client to register for one of my coaching programs.

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BE OUTRAGEOUSLY DIFFERENT ONLINE! (BECAUSE HARDLY ANYONE ELSE IS!)

Remember what I have said earlier in this tutorial – be the ‘UN’ of your industry, be different from your competitors and make sure you stand out in all of your communications and branding.

Well, let me offer you exactly the same advice when it comes to your online marketing.

And the great news is that if you produce a compelling ‘wow factor website’ with the ingredients that I’m about to recommend, you will be one of only around 10% of companies that have **a website that sells**.

“How is that so?” I hear you ask!

Because the vast majority of business websites are absolutely woeful.

Sorry, let’s make that **atrocious!**

It simply amazes me that in this day and age when all of us recognise the value of ‘online marketing’, that 9 out of 10 businesses continue to give lip-service to the design and content of their website.

Perhaps it’s a case of ‘out of sight, out of mind’ – because one doesn’t tend to look at their own website too often.

But please, in your own instance, give the necessary attention to this part of your marketing, as if you follow the recommendations I’m about to give you, there’s a high likelihood that you’ll leave your competitors eating dust.

My aim in this section of your Client Attraction Course is to demystify the whole ‘online world of marketing’ so that you appreciate that it’s not quite the ‘white man’s witch doctor magic’ that many so-called web experts will have you believe.

You see, in the early days of website development and online marketing, it’s suited many ‘web geeks’ to create a

wizardry type smokescreen around the design of websites and strategies to drive traffic to websites.

They realised they were dealing with a lot of business owners who were perhaps a little naïve when it came to websites and online marketing, and consequently made hay while the sun shone – in other words, charged a bucketload of dollars for website design and online marketing advice.

And still those same ‘web geeks’ are getting away with creating a ‘spooky mystery persona’ around online marketing, as many business owners are still unsophisticated when it comes to knowing how to promote their goods or services online.

Well, congratulations, you’ve arrived at the right place if you want to know how to create a compelling website that sells – and also want to know how to cost-effectively drive traffic to it – and also want to learn this stuff also without the propeller head ‘gobbledygook!’

I can hear you breathing a sigh of relief already – at last, you’re going to learn how to create a website that sells and how to drive traffic to it – **in plain English!**

So here we go!

Rule number one – make sure you ‘have’ a website!

The headline above might sound a little silly and if you were Homer Simpson, you would probably say, “Doh!”

But, believe it or not, at the time of writing this (2014), there are still over 50% of small businesses in the US, Britain, Canada and Australia that **don’t** have a website!

Sounds incredible, but it’s true.

I’ve looked at scores of studies and some claim that 65% to 75% of small businesses

still don't have a website.

But let's be conservative and assume that the figure is 50% – that's quite unbelievable, given the online world we now live in.

With nearly 90% of the population now using the internet and over 80% of these people using Google as a search engine, it's just crazy not to have a website.

Statistics show that well over 50% of buyers actually research their products online before buying offline.

So if you are one of these businesses that don't have a website, make it one of your highest priorities.

Even if you are a tradesman and consider the good old-fashioned 'referrals' are still the best lead generator for you, for goodness sake, wake up and smell the roses.

Times have changed and people want to look for your goods or services at 8 p.m., 11 p.m. or midnight – when it suits them.

Why on earth would you not want to have a 24/7 Sales Machine working for you?

And here's a statistic which should make you very happy if you're a business owner.

Over 70% of Google searches have a geographic location attached to them.

In other words, when people are looking for a carpet cleaner, they will Google 'carpet cleaner Smithville'.

All the more reason for you to have a website, as people are searching 'locally' for your goods or services.

YOUR WEBSITE IS SIMPLY A COMPANY SALES BROCHURE – BUT WITH LOTS OF OPPORTUNITY FOR BELLS AND WHISTLES!

When speaking with business owners, I go out of my way to demystify the 'web-world' by explaining that a business website is simply a sales catalogue or a brochure for the business.

And if you think about it in this way, it will be easier for you to appreciate the logic in what I'm about to say.

Just as a popular women's magazine can only capture your attention by ensuring the

front cover is attractive and compelling, the same dynamics are in play when it comes to your website.

You need to make your Homepage the most compelling component of your entire website.

Why?

Because if you don't capture your visitors' attention when he or she comes onto your website (and you've got about five seconds to do so), then there's no way he or she is going to surf through the rest of your site.

Remember, your website is just an advertising brochure for your business, it's that plain and simple.

Consider it as an electronic version of the brochures you may have been letterbox distributing or mailing for the last 10 or 20 years.

Only in this instance, you can include terrific bells and whistles like video content and valuable links to other websites and information.

THE MAGAZINE PUBLISHERS KNOW HOW TO CREATE A COMPELLING FRONT PAGE. SO TAKE INSPIRATION FROM THEM AND MAKE YOUR HOMEPAGE IRRESISTIBLE!

Getting back to the magazine analogy, publishers realise that if the front cover doesn't evoke interest, sales for that edition will suffer.

Have a look at the front cover of any popular women's or entertainment magazines and you'll see that the publishers go out of their way to make an irresistible first impression.

For decades, the likes of Rupert Murdoch and other major publishers knew that it was the front cover of their magazine or newspaper that was the 'make or break' of their publication's sales.

And for many years, the major women's titles lived off Princess Di or any other member of the Royal Family – or any Hollywood gossip they could get their hands on.

So it comes as no surprise that sites such as www.ninemsn.com.au and www.au.yahoo.com and www.usatoday.com follow the same golden rules as the major publishing magazines.

Given that Ninemsn was born from the Australian Nine Television Network and Australian Consolidated Press, it is no surprise that all the right boxes were ticked when creating their compelling website.

It is also no surprise that the Yahoo! 7 site has the same DNA, given its association with the Australian Seven Television Network and Pacific Magazine (publishers of New Idea, Better Homes and Gardens, Marie Claire, Who and That's Life).

Have a look at the Ninemsn and the Yahoo! 7 sites and you will see wow factor headlines like the following:

- Terminator 3 Star Goes Missing
- Can Tom Cruise Really Sing?
- Miranda Kerr's Diet Plan Free For You!
- Prince Charles To Be King This Year
- See Cher Like You've Never Seen Her Before!

Ask yourself, "Do I have such attention-grabbing headlines on my Homepage?"

And also, does your Homepage have compelling photographs of your products and services and does it provide solutions to problems for your visitors?

Remember, you should be attracting the interest of prospects **with a benefit driven headline.**

Think of your homepage as the front cover of your own magazine

The diagram illustrates how magazine covers use attention-grabbing elements. On the left, four hand icons point to labels: 'ID', 'Storytelling', 'Storytelling', and 'Case Study'. On the right, two hand icons point to labels: 'Free Offer' and 'Big Heading'. In the center is a 'Woman's Day' magazine cover with various headlines and images.

See how the magazine publishers capture your attention on the front cover! You need to do likewise on the homepage of your website.

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BUILD REPETITIVE TRADE!

KEEP 'EM COMING BACK FOR MORE

You've probably heard the phrase 'one purchase means that you have a sale, whereas two purchases means you have a customer'.

In this section of the Client Attraction Phenomena Course, I want to concentrate on helping you understand ways to stimulate 'repetitive trade' for your business.

It's no use getting just one sale. For most of us, it's false economy (unless of course you sell high ticket items such as homes or blocks of land).

We all want to build a relationship with our clients so that they become long-term supporters of our products or services - so that we get 'annual and lifetime value' from the relationship.

Consider your 'personal' life for a moment.

I bet you gain far more benefits from having relationships with friends and colleagues that are mutually beneficial.

In other words, when you've had a tough day, isn't it comforting to know you can pick up the phone and talk to a friend or colleague?

There's probably a strong chance that if the roles were reversed just weeks earlier, that same person would've phoned you for some support and advice.

In life, we're all looking for 'the two-way street' in relationships, where there's 'give and take' on both sides.

These are usually the relationships that last a lifetime because they're based on both parties having the right values and expectations.

So whatever business you're in, make sure you are considering ways to stimulate repeat-purchasing, as you don't want to go to all the trouble of attracting customers 'once' and then letting them go elsewhere thereafter.

You've probably heard the adage a number of times.

'It's seven times more expensive to attract a new customer than to sell to an existing one.'

And, of course, that makes complete sense, doesn't it?

Building customer loyalty is all about 'trust'.

And just like a personal relationship, your client relationship will grow if you can demonstrate that you are trustworthy and that you provide the expertise and solutions your clients are looking for.

Whilst in this section of my Wow Marketing Diploma Course I will show you 'executions' of clever ways to stimulate repeat-purchasing, you need to have an overall ethic of 'extraordinary customer service' to start with.

No one is going to return to a business where they got treated rudely or without respect.

So before you implement any of the types of ideas I touch on in this section of my tutorial, start wearing your Disney hat and create 'extraordinary customer experiences'.

Not just 'good' customer 'service' - but rather incredible, unbelievable, unforgettable customer 'experiences'.

I often ask clients if they've been to Disneyland, and these days, many have.

I then say to them that if they've been to Disneyland in California, they've likely been to Universal Studios as well - and the reaction is normally "yes".

I then ask them if they enjoyed a completely different 'customer experience' at Disneyland compared to Universal Studios and of course the answer again is "yes".

You see, the Disney culture revolves around providing customers with an unforgettable

knock-your-socks-off, out-of-this-world customer *experience*.

We all expect 'good' customer service.

After all, when was the last time you visited a restaurant, retail store or even a website and expected bad service?

You've got to go way beyond 'good service' if you're going to wow your clients. When was the last time you boasted to colleagues or friends that you 'experienced satisfactory service last night at XYZ restaurant?'

As you will see on the logo of my business, my tagline is '*Learn To Deliver The Unexpected!*'

And I'm afraid that in Australia, there haven't been too many times where I have been blown away by being delivered 'the unexpected'.

I know that McDonald's claims to have excellent customer service, but I believe Maccas has dropped the ball in this regard over recent years.

How many times do you go into a McDonald's restaurant these days and find that the teenagers behind the counter are merely going through the motions?

Sure, they might be marginally more customer focused than their counterparts at KFC, Red Rooster or Pizza Hut, but I believe they're a long way from the standards set many years ago in the McDonald's empire.

I don't know what has contributed to this decline in recent years, but for my money, Maccas no longer holds the crown for supreme customer service.

Indeed, in numerous Maccas I've visited in the last year or so, I've been disgusted at their dirty and unkempt restrooms (a 'cardinal sin' in the hospitality game!).

I believe that extraordinary customer service is based on two major principles:

- a) Being enthusiastic toward your clients
- b) Going way above and beyond the call of duty for your clients

When I use the term enthusiastic, I'm not suggesting that you be corny or fake.

But clients want to see you taking pride in your services or products.

Look at Apple retail stores for example. Each staff member is clearly identified by the uniform and every Apple store I've ever visited has a certain energetic vibe about it, because the staff members are extremely enthusiastic about what they do.

I know some of the 'behind-the-scenes discipline' in this regard, as my Gen Y son has just scored a job with Apple Retail Stores and they have certainly made him jump through a lot of hoops to ensure that he meets the right criteria.

And a major area of interest in each of the four job interviews he had with Apple was his attitude towards their product and consumers.

Let's face it, we all enjoy dealing with someone who is enthusiastic, whether it be business to business or business to consumer.

Over the years, having produced hundreds of TV commercials, I have dealt with many TV production companies.

And typically I would be up against a tight deadline to get the television commercial edited and ready for on-air scheduling.

During 20 or more years of dealing with such editing companies, there were only a handful which had staff who impressed me as being 'enthusiastic' about their work and their relationship with clients.

And guess who got the bulk of the work from me over this time?

You guessed it, the companies which had the most enthusiastic and upbeat staff.

Of course, their quality of work played a major part in my decision making, but if all else was equal, the company which had the most enthusiastic producers and editors kept getting my business.

This should come as no surprise, because I'm sure I speak for many when I articulate my own personal attitude toward suppliers.

Don't start me on 'printers'.

At one stage in the '90s, I was one of Australia's largest purchasers of 'paper'.

Because my bubble-gum trading cards had really taken off, I was producing millions of dollars worth of printed cards.

I kept two printing firms busy night and day.

Do you think the manager of each of these printing companies 'knocked my socks off' with extraordinary experiences?

Sadly, no.

Quite the opposite.

Their daily attitude towards me was sombre and bordered on 'rudeness'.

It was as if I was asking them to do me a favour!

And if we were up against a tight deadline and I requested a speedy delivery - OMG!

Both printing managers would tell me how many hours they worked and why this request for a speedy turnaround was going to cause hassles.

I would've taken my jobs elsewhere, except I found that this 'grumpy demeanour' was rife in the industry!

Please ... show me a 'happy' printer!

DISNEY KNOWS HOW TO GIVE WOW MOMENTS!!

As I've said earlier in this section of your Wow Client Attraction Phenomena, Disney is one of the world's best exponents of 'delivering the unexpected'.

Indeed, they would probably win the gold medal in the 'Wow Olympics'.

At the Disney theme parks, employees are known as 'cast members', this tag immediately communicating to staff that they are more than just an employee.

This cast member title clearly indicates to staff members that they are in a theatrical production - and, as such, they need to portray their character's personality right throughout their work day.

People visiting Disney Parks are guests, not customers.

And jobs are performances, with uniforms being costumes.



Cast members don't interview for a job, they audition for a role.



When they are walking around the park, they are onstage.

My 25-year-old son, Greg, had the opportunity to work for Walt Disney World in Florida for six months last year and found the experience an extraordinary one.

He worked mainly on Main Street in The Magic Kingdom, answering guest questions and giving directions.

Whilst he highlighted that the organisation is very disciplined, it is also a fun environment to work in.

Disney cast members must never react to stupid questions in any other way than with politeness.

My son was telling me that they are taught that if someone asks you, "What time does the three o'clock parade start?", you can't laugh.

You have to say, "I'd suggest a spot just near XYZ at about two-thirty p.m., as that's a great vantage point when the three o'clock parade begins." And you have to say this with a smile that doesn't suggest sarcasm or you think that they are stupid.

Disney cast members always point with two fingers or an open palm when asked a