



## Break Through the Marketing Noise!

I sat down in front of the Internet, ready to dig up nuggets of powerful information, strong quotes, and whatever else I could use to impress you. And almost immediately, I found myself overwhelmed at the waterfall of posts and blogs and articles and opinions with each click.

I was overstimulated researching overstimulation! Uh oh...

Out of the sea of hyperlinks and Google searches I read through, I found some stuff I really think you can use. I'm giving you these **three super easy ideas** to help edit your marketing efforts, stand out amid the clutter, and prevent overstimulating your own clients and prospects.

1. **Presentation is everything.** You want to stand out from the crowd, but in the right way. You can have a billion-dollar idea or product, but if the way you put it in front of a prospect is sloppy, poorly written, or riddled with errors, you'll instantly lose their focus - and probably their respect. And most certainly a chance at winning their business.
2. **Smile.** Just like you can 'see' someone smile over the phone, it's entirely possible to get the same feeling from your direct mail piece in their mailbox. It's important in everything you do that is client-/prospect-facing to understand the importance of putting your audience at ease and quickly establishing trust.
3. **Fail Fast.** At first blush, that sounds strange, doesn't it? Why would I suggest you find a quick path toward failure? Well, that's not exactly it. Give your audience the option of deciding quickly that you are or are not right for them. Naturally, you want to be the former and not the latter. But prospects are more appreciative of marketing that doesn't waste their time.

TargetMarketingMag.com says that, "Breaking through the wall of noise that clients and prospects are staring at each day has become one of the top challenges for marketers." To that end, it is critical you aren't adding to the noise.

You can't sell everything to everyone. You might WANT everyone to want your product or service, but square pegs don't fit in round holes. Target your efforts toward the industry, job title, and presumed interest your product or service will satisfy. Don't make your audience work to figure out your offer or what you can do for them. Make it simple and easy to comprehend.

If the daily bombardment of marketing your audience receives (be it online, in email, or in their mailboxes) is the rock band, you want to be the awesome guitar solo. Crisp and clear and powerful above what everybody else is playing.

Whether guitar or keyboards or drums (but NOT cowbell!), we have the perfect soloist to help you create the perfect campaign to rise above the noise. Give [REDACTED] a call at 1 (866) [REDACTED]. We've helped tens of thousands of small businesses in nearly every industry create beautiful postcard music.