

THE 15 MINUTE MARKETER: 5 Reasons Why Writing Is An  
Essential Marketing Skill  
by Nancy Gerber

Whether you're an expertise-based entrepreneur or a brick-and-mortar small business owner, being able to communicate well in writing with potential and current customers is an absolute must.

Whether you like to write or dread it, if you want to be a successful and profitable business owner, you **MUST** be engaged in a continuous conversation-in-writing with the kinds of people you want to attract and keep as customers.

Writing is the primary way we stay in touch with, serve and grow our "tribe". If you're an on-line company, it's about e-mails, signature files, bios, web sites, sales letters and blogging. Others who have more traditional types of businesses often use mailers, print or email newsletters, and "sales brochure" web sites (these don't work really well, but that's a whole other article!). [NOTE: Many off-line businesses can get great ideas from the on-line folks, and vice versa.]

Unless you're among the lucky few who have the means to hire a professional copywriter, here are 5 reasons why **EVERY** business owner needs to continuously learn and keep working on their business copywriting skills.

1. According to marketing guru Dan Kennedy, after doing business with you for a year or two, there's a good chance that customers will move on to someone else in your field **UNLESS** they perceive they have a relationship with you. Good writing is one of the primary ways to express your personality and individuality to lots of people at the same time. The more you reveal deliberately chosen aspects of yourself, the more they'll want to stick around.
2. Many business owners work in fields with large numbers of other professionals who, on the surface, all look pretty much alike. Even modestly well written marketing materials in your unique "voice" help you stand out from the crowd.
3. Most people don't take the time to pay attention to their writing, and so it winds up sounding generic and vanilla. Sometimes there are glaring mistakes that give an unprofessional impression. Even as little as an hour or two a month dedicated to sharpening your writing skills will have a huge impact.

4. We're all busy and overloaded with more and more information. People only visit a web site for a few seconds unless something captures their attention. Articles, letters, e-mails, blog posts, newsletters et.al. will wind up in the trash unless you grab your readers' attention with your headlines and first couple of sentences. You CAN learn how to do this well enough to get the results you want.

5. Everyone's tired of fluff and BS. Time is precious. We long for things of substance, authenticity and worth. Write well so that you can deliver the brilliance within you that will serve others and enable them to transform their lives.

This week, use your 15 Marketing Mambo minutes every day to get in the habit of capturing ideas:

1. Get yourself a great looking little note book and cool pen. Carry them everywhere.
2. Start noticing stuff that happens around your brilliant topic(s). It's kind of like buying a red car and then noticing all the other red cars on the road.
3. In your little book, jot down your observations, ideas, ironies, annoyances around this subject. Let it flow. Start with simple words or phrases to remind you. Be free, be bold, be honest. NO judgment -- capture it all.
4. Watch what happens and write that down, too!

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For over 35 years Nancy Gerber, "YOUR Connection Magician", has coached and educated thousands of people worldwide on how to improve their communication and deepen their relationships with others -- and themselves.

Nancy has been privileged to study and work with many of the leaders and experts in Internet and direct marketing. Her expertise in creating connections and building relationships, along with her many years as a Professional coach, give her unique insights and skills as a marketing coach and consultant. In addition to her commitment to helping

entrepreneurs understand the basics of marketing, she's an expert in content development and personality marketing.

Her website [MarketingMambo.com](http://MarketingMambo.com) "The Dance of Connection That Creates Lifetime Customers – One Step At A Time" -- was created for unconventional entrepreneurs who want to find and keep their best customers without losing their souls.

Sign up for "The 15 Minute Marketer" on the [Marketing Mambo.com](http://MarketingMambo.com) site and receive a practical, FREE and immediately useful marketing tip every Monday morning. You'll also gain access to Nancy's MARKETING MAMBO POWER ROLODEX -- the cream of the crop in Technology and Business Resources -- along with articles, interviews and other great resources.