

You Don't Ask, You Don't Get

by Nancy Gerber

So many business owners are frustrated by the challenges of getting and keeping lifetime customers – the ones that like our stuff, buy it, tell their friends, and eagerly await new products. It's our 'holy grail' – what we're all striving to achieve.

We slave over our sales letters. We struggle with our web sites. We try to perfect our products. We plan every minute of a teleseminar presentation. We spend hours crafting the perfect e-mails or articles for our subscriber lists. Often we do everything EXCEPT the most important action of all – WE DON'T ASK FOR THE SALE! In marketing lingo, this is called "making the offer".

A lot of us hesitate to directly ask our prospects and customers to buy. There are many reasons for this – but WHY we do this IS NOT IMPORTANT. What IS absolutely essential is to notice that you're doing it and figure out what you need to add, change or adjust so that you're making offers more often.

The way you make an offer can be gentle, subtle, firm, excited, insistent, encouraging, etc. It depends on what you're offering, and in what context the message appears. Sometimes an offer is a suggestion, other times it comes with a dose of verbal tough love and a firm nudge in the rear end. What matters most is that a 'call to action' appears frequently and prominently – and fits your business and your style.

So here's this week's "15 Minute Marketer" call to action:

1. Pay attention to your actions and thinking around making offers and asking people to buy from you or become your customer. Notice your self talk, where you hold back or hesitate, what kind of language you use, what feelings come up. Do your attitudes and behaviors encourage or block the actions you desire?
2. Start studying how other businesses make their offers. Pay attention to commercials and infomercials, display ads, web sites, e-zines, direct marketing snail mail, on-line sales letters, teleseminars, and so on. What's clear and specific? What's vague and confusing? Where are there no offers at all, and how does that affect you as the potential consumer? Which offers are most compelling to you? To

your potential ideal customers? What repels you? What resonates with you? What helps you decide to buy – or not?

3. Start a “swipe” file of offers that you think are good ideas that you might like to try OR are great examples of what NOT to do.

The more attention you pay to this vital ingredient in your customer attraction process, the more money you’ll make. It’s that simple.

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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 “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.