

From the Handbook for Business, the Bible

13: Choose your words carefully

Let's talk about how well businesses are communicating with their customers. And right off the bat I have to say, much of today's messaging is poor, expensive and largely ineffective.

I believe the key reason is encapsulated in the theme of our recent sessions - businesses are too focused on themselves, selling & making \$\$, rather than on customers as people and their pain!

That sounds counterintuitive in a marketplace that has seen 50+ years of growth!

Agree: Today's Bible verse, encapsulates my point perfectly: Proverbs 17:27...

"Intelligent people choose their words carefully...and know what they are doing..." - Easy-to Read

To grasp this issue and make it work for business owners, we need to understand 3 things:

First, most of the 000's of messages we get every day are filtered by the croc area of our brain; its sole function is to make instant decisions: is the message from a friend or foe; do I engage or run?

...And get this, the croc brain sees every message as from a foe, until it knows otherwise

...That decision takes 10 seconds max (experts say, 4-to-10) especially on first visit to a website.

Second, why are stories like Noah, David-Goliath, Jesus calming a storm so exciting & emotional?

...Because our brains are wired for pictures more than words; reading creates pictures

...Pictures create stories...and our brains love it because we imagine being in the story.

Third, the best communicators choose their words carefully and know what they're doing...

...They create stories so their message gets through the croc into the limbic/emotional brain

...And that's where the decisions are made, especially buying decisions!

What about an example that business owners will relate to?

1. Consider a website where the aim is to attract, engage & convert visitors into buyers...

* 80+% of visitors will use a search engine, describing the problem they want solved

* The search results include your website; some prospects enter...then the 10 seconds begin.

2. The biggest mistake is on home page, in the main headline is something like...

* 'Welcome to XYZ' OR 'XYZ Name' OR a meaningless statement like, 'Your partners in success'

* These won't win over croc brains because they're not the solution to what was searched for.

3. Worse still, it's the wrong story: it's the business story instead of the prospect's story...

* It may sound callous but prospects' croc brains don't care 2-hoots about you or your business

* Inviting them into your story will cause conflict because they're only interested in their own.

How can marketers choose their words more carefully on their website?

Here's the secret sauce, the first step - to get the prospects' attention, the headers must put you into their story, aligning with the words (of the problem) they search for. Compare 2 examples:

(1) STRONG words: "Men, are you embarrassed by the first signs of baldness? XYZ Restorer is a 3-step process that reverses hair loss, is guaranteed, fast & pain-free"

(2) WEAK words: "ABC Hair Company, serving customers for 17 years at 3 great locations"

My counsel: Choose your words carefully, like (1) and you will be rewarded, guaranteed!