Our Handbook for Business, the Bible

Listening and answering

Picture this: you hired a web guru to make your site more AI friendly; several landing pages were added; you're even shown in a video showcasing your business. It all looks great.

Yet despite these apparent improvements, sales and margins are still struggling, as is the bank balance! So what's the go?

From my experience I'd say you've made a fatal assumption in your messaging, namely that people want to know all about your business; it's history; the team; the product's features & benefits, prices, etc.

That may be but understand a brutal truth:

> *...Buyers (i.e. your prospects & customers) are not interested in you, your past, present or future...they are only interested in themselves, their future...and solving the problem they have, i.e., the reason they have approached you and entered your sales funnel.*

And worse, your self-centered messaging is a big negative in a buyer's decision-making brain.

Let's tap King Solomon's wisdom for a possible explanation...

In **Proverbs 18:13** he warns, *"Anyone who answers without listening is foolish and confused."*

To which I would add, "*if you're confused, what chance have you got of attracting buyers with a clear & simple message that directly links to the problem they want solved*." Not much!

In other words, there's too much assuming and not enough listening. And that puts you on the wrong path, destined to stay there unless you 'repent' - that is to change direction and revise your messaging (from what is called PASSIVE language to ACTIVE language).

Here's three tactics to help get your messaging right...

1: **Find out** WHY customers choose to buy from you instead of the competition; their responses will help identify your vital point of difference, so critical in marketing

2: **Identify** and focus on the KEY PROBLEM the buyer wants to solve (rather than your need to make a sale!

...One way is to '*enter the conversation they're having with themselves'* - that is, what pain is this problem causing and how much better will their life be once you've solved it?

3: **Create** a MORE VALUABLE OFFER for buyers to show you care; e.g., it could be as simple as adding a powerful guarantee, post-sale follow-up; more training, a 1300 hotline, etc.

Listening to get the messaging right is your key takeaway for today.

I've put a lot of work into helping owners with messaging to show they're listening to buyers (prospects & customers) improving relationships, building trust, profitability and cashflow.

If you get this right it's guaranteed to work!

THE BIBLE, our HANDBOOK: Proverbs 18:13 (New Century Version) ...

"Anyone who answers without listening is foolish and confused"

16 Nov 2026: No © www.handbookforbusiness.com.au - freely use these notes & Bible verses to build your business for God's glory