

Sue Almon Pesch

From: "Susan Almon-Pesch" <spesch@market4profit.com>
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Subject: Is the Sky Falling Marketing SNIPPETS Vol. 1 No. 4

SNIPPETS

Short & Sweet Marketing & PR Info to Scan On the Run

If You Are Thinking the R Word . . .

By Sue Almon-Pesch, CME



It's time to cover . . . "The Art of Changing Your Customer's Perception." I am hearing rumblings that business is down from some of my clients. The first thing I ask them is – where did you hear it from? They answer, "Well, it's all over the media.

It's obvious. How can you tell me differently? Get real Sue—it's here." Before I mention some over-the-SNIPPETS counter antidotes, I want to piggyback on a great article I read last week by national speaker and CEO of Realestatecoach.com, Bernice Ross. It was titled, "Put a Gag on Chicken Little." Is that perfect, or what?

Here's the long and short of changing your customer's perception:

1) As a business prior to today's date, you had a product or service people wanted and needed. i.e. your company provides home improvement. People called you for their new glamorous bathroom remodel. They thought of you for a luxury service—because you had told them (marketing message) to call you for that. Now since chicken little has been crowing, rather than peeping, they may not consider the bathroom remodel. Yet, the stucco wall along their entire 12,000 sq. ft. lot is crumbling, flaking, and falling on hard times.

"ON-line" the Street

Web Widgets – Free

For tech heads a web widget is a portable chunk of code that can be installed and executed within any separate HTML-based web page by an end user without requiring additional compilation.

For us everyday web users, they are the cool "today's date and time" graphics we see on the sites we visit. Or other real-time items like weather reports for your neighborhood. With a widget you add communication or part of one site and put it on yours—your website, blog or other social media. Examples of widgets can be found at www.widgetbox.com.

If you are not web savvy, do not try this at home (yourself). Call your webmaster.

I fell in love with this really cool clock for the date and time. Check it out on my home page <http://www.market4profit.com>

P.S. I know it's a bit much . . . but I'm just leaving it up for a week or so.

Proceed to Perception Change Point 2.

2) Step outside your marketing message of two years ago and get real. You need to revisit what story your customers think about when they think of you. Now identify what you sell and re-write the story (marketing message) to fit today's climate. i.e. without preventive maintenance your stucco wall is going to only get worse and cost a lot more if you don't take care of it now. You can't afford to put repairing it off.

I could go on, but I want to keep it short. Have I sparked some interest here? If you say it doesn't apply to your industry, we need to talk.

SNIPPETS

from

Sue Almon-Pesch, CME

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You Have to Meet Dr. Mani

How are you educating your clients?



Nasrin Mani, M.D. is the founder of the La Jolla Cosmetic Laser Clinic. More than that, she is one of the kindest and most sincere clients I have had the pleasure to work alongside. When we first met through a referral in 2006, she explained to me why she founded the

clinic. She wanted to provide men and women FDA-safe, effective signature skin rejuvenation treatments. Why? Because she herself was aging; and she understood firsthand peoples' feelings regarding the change in their appearance. She has worked over 18 years with lasers in the surgical treatment of eye conditions. She, along with her team, are now applying this extensive knowledge to the treatment of our largest organ, the skin.

My Big Push

I'm going out on a limb to voice my strong opinion here—to me our eyes, face, neck and body are pretty special—unlike our cars for example. And for this reason when it comes to the new skin tightening treatments, one should not be shopping by price. I've had

5 Prospect Questions - Flip Sides

What they're asking:

- 1) How would you describe what differentiates you from your competitors?
- 2) Who are some of the types of people you currently serve? Am I going to be a fit?
- 3) If I decide to use you, what will the benefits be?
- 4) What have you done that makes you so good or such an expert?
- 5) How easy is it to use your services?

What they're really thinking:

- 1) I really don't have time to check on your competition, so if you can tell me – we'll be ahead of the game.
- 2) Have other people like me or people (or companies) who I think rank higher than myself (or companies) used your services and had success?
- 3) What's In It For Me – (WIIFM) Get specific with facts, not generalities.
- 4) Give me legitimate reasons to believe what you tell me is true.
- 5) I really do not have any more time, so how simple are you going to make it?

Have you got your answers ready?

my share of dings to my car bumpers over the years, and I have no problem calling BUMPERMEDIC or DENT DOCTORS for an estimate. But for my Thermage® eyelid treatment – nada. Agree?

Once again Dr. Mani added to my respect by making a commitment to educate the public. Her 2008 “Look Your Best” Educational Program Series provides free lectures with live demonstrations to help people make educated choices. Dr. Mani’s warmth and generosity adds to the events with food, beverages, goodie bags and surprise giveaways.

The third seminar is titled, “The FAQs About FRAXEL II Laser Treatment for Skin Resurfacing.” You owe it to yourself to come out and learn what people are talking about over the proverbial water cooler—get educated and meet Dr. Mani, Wednesday, June 4th from 6 to 8 p.m. 1111 Torrey Pines Rd. in La Jolla.

Call to reserve your place (858) 454-2700.

****For my out-of-San Diego audience, it might even be worth flying in for . . . along with a visit to the San Diego Zoo.***

[Click here to learn more about Dr. Mani and her team at the La Jolla Cosmetic Laser Clinic.](#)

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