

Bonus #1

Easily Find the Perfect Words

Want to really know what prospective clients are thinking and why they buy? Here are 7 ways to legally tap into their brain and extract the words right out of them.

Good copywriting is the heart of the good marketing. Unfortunately, most advertisements talk “at” the prospect, using slick words that sound great to the business but do little to truly connect and build trust with a prospect.

Tip:

Planning to hire a copywriter? Do this research yourself (the insight will be surprisingly valuable in many ways) and then give the results to your writer.

Testimonials

If you have feedback and/or testimonials from clients print them all and review them. Highlight the words and phrases they use to describe the challenges they were having and what your product or service has done for them.

Blog Comments

Read comments on your website, or search the internet for other people’s articles, blog posts and reviews about the problem you solve. Spend time reading the comments and jot down the words people use to explain the problem they struggle with and/or how the advice helped them.

Book Reviews

Log into Amazon and find books on your subject. Read the reviews to discover why people bought the book and how/where it solved their problem – or didn’t. Watch for the specific words and phrases people use to describe their situation.

Social Media Questions

You can get nearly instant feedback using social media; particularly with Facebook and within LinkedIn groups. For quick one question surveys, you can use Facebook polls.

Keyword Research

Google has a wealth of information on the words people use to describe their needs when searching for a solution. Go here to use their free Keyword Tool: <https://adwords.google.com/KeywordPlanner>

Surveys

A great way to get very specific feedback is by questionnaire. You can send out a bulk survey to clients now, and/or incorporate gathering feedback into your buying process. SurveyMonkey.com is a free tool for creating a survey and collecting responses (either anonymous or with a name). Be sure to include open-ended responses so they can use their words to provide better feedback.

Phone Calls and Focus Groups

Nothing beats a good conversation to dig deeper on certain topics. Invite clients and/or prospects to answer a few questions...often in exchange for some gift for their time. Be sure to take notes on the exact words and phrases they use.