



Home Based Business Network

July Newsletter

Issue 6, 2009

Welcome to our July 2009 Newsletter. I am really looking forward to this month's meeting. An image boost for any person or business makes you feel great and look great. Clients notice the difference too. Invite friends and colleagues who you think may benefit from this topic.

Next month is our AGM. Nomination forms will be handed out this month. Consider joining the committee and helping decide the future of the Network. All positions are up for nomination.

Please feel free to pass this newsletter on to any associates and friends that may be interested. Comments are welcomed. Please reply if you have any suggestions.

Regards

HBBN Committee

July Meeting

Our speaker for this month is Lin Seesink. Lin is an image consultant with the Australian Image Company.

Date 14th July 2009

Time: Networking from 6.30pm

Where: Tebbutt Room, Deerubbin Centre, Windsor

Cost:
Members - \$5.00
Non members - \$10.00

A light supper is provided.

Meetings are held on the second Tuesday of each month from February to November.

Next Month

Our AGM will be held on 11th August. Ray Hart will host the meeting. He will also talk about computers in your business. If you have any questions Ray might be able to answer, please email them to me and I will pass them on.

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Contact Leroy and his team on 4578 0222
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The easiest way to better marketing

The key to better marketing is to focus on the benefits, not just the features, of what you offer. Here's how to create a list of compelling benefits for your business, and use it to boost your marketing results.



When you sit at your computer to write your next marketing piece you're faced with a challenge. What exactly do you write to persuade people to buy your product or service?

Novices tend to simply list the features of their business and products or services:

- We specialise in...
- We offer a range of...
- We've been in business since...
- We provide same day service...
- We're expert at...

Features are important. But if you want to persuade more prospective clients to whip out their cheque books there's something else you should be writing about: the **benefits** of doing business with you.

Benefits are the fuel that drives your marketing communications. The difference between success and failure of your website, brochure, proposals or direct mail piece often comes down to the benefits offered.

Features tell, benefits sell

Features are descriptive facts about your product or service. Benefits are what clients gain as a result of using a feature. Benefits are much, much more important than features because they contain a "what's in it for me?" motivation.

Here's a simple example: A new Volvo station wagon has Integrated Two-Stage Child Booster Cushions. That's a feature. The benefit is that, in the event of a crash, children who have outgrown their toddler seats are protected from injury. To say it another way, the Booster Cushions are the feature, and superior crash protection for children is the benefit.

Turning features into benefits

Here's a simple technique for turning features into benefits. Write down all the features of your product or service. Next, put yourself in your prospective client's shoes. Then for each feature ask "So what?" The answer to this question describes the benefits of each feature. And remember, a feature can have more than one

benefit.

Don't forget about emotional benefits, or the benefit of the benefit. Using the Volvo child seat example from above, the emotional benefit is that you have peace of mind that your family is protected when you're driving your car.

These days, most people are time poor and cash strapped. So if you can demonstrate how your product or service can save them time and/or money you'll get a very positive emotional response. Minimising hassles, relieving stress and making life easier are also excellent emotional hot buttons to push.

Take your notepad to a café and spend a morning writing a comprehensive benefits list. It's time well spent. When you have a benefits list creating better marketing materials is a lot easier because you're not starting from scratch every time. You already have all the ammunition you need.

How to use benefits

The easiest and most effective way to improve your marketing materials is to clearly state benefits. Why? Because so few of your competitors do. According to marketing guru Jay Levinson in *Guerrilla Marketing Excellence*, "All you've got to do is consistently put across any one of those benefits to the people who want them *right now* and you've virtually made the sale."

For better marketing, sprinkle benefits all the way through your marketing text. For example, every time you mention a feature, follow with the most desirable corresponding benefit. Use connectors such as:

- "Which means..."
- "This is important because..."
- "Our clients love this because..."

Or simply include a benefits list on your brochure, website or print ad. Benefits also make attention-getting headlines. And if you can claim a desirable benefit that none of your competitors can, you should shout it from the treetops. That's what's known as a "unique competitive advantage" and it's the holy grail of marketing.

For more from Charles Cuninghame, head to www.flyingsolo.com.au, Australia's online community for solo and micro business owners.

Whats on in July

14th July	Monthly Hawkesbury HBBN Meeting Speaker: Lin Seesink Image Consultant
28th July	The Rise and Rise of Personal Branding Speaker: Viktoria Darabi Time: 8:30am - 10:30am Western Sydney Business Centre Contact - Mangala Srinivasan - 8843 1116
11th August	Monthly Hawkesbury HBBN Meeting Speaker: Ray Hart AGM
September	Small Business Month

PURPOSE IS THE WHY & VISION IS THE WHAT!

In a previous meeting we were fortunate to hear Victoria Darabi speak to us about marketing. It was during her presentation on the 30 second elevator speech that I became inspired me to question and explore my purpose and vision. "What is your business?", "What are you really selling?"

My challenge to you is to question yourself on this. How much thought have you put into the purpose and vision of your business.

If you do not understand your purpose for doing what you do how can you be happy in your business?

The dictionary describes purpose as being the object for which anything exists or is done. A deep purpose is always associated with genuine deep caring for the whole. When we care enough

we act with enthusiasm and inspiration. When we have these we can be unstoppable, allowing no excuses to take us off track. Happiness can be found in our business when we have this clarity.


How can your business be successful if you don't have a clear vision for where it is heading?

To explore your vision brings success as you make a mental view or image of how you see your business evolve. Vision needs to be more than just simply a good idea it needs to be acted on.

If you would like to explore your purpose and vision further contact Kerrie Butler at: butler.kerrie@gmail.com or on 0421592065

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Never tell me the sky is the limit
when there are footsteps on the moon. Anon



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