



Wouldn't it be great if you could achieve more sales for the same marketing time, same marketing effort and same marketing spend?

Increase the sales revenues from your existing marketing and your business grows without it costing you a penny more!

As covered in your Business Bitesize report – here's how to improve your marketing writing...

Simply...

### Use the 'SUCCEs' checklist in your marketing:

- S = simple (and profound)
- U = unexpected
- C = concrete
- C = credible
- E = emotional
- S = story

Here's a great tool to assess your marketing and rate your current materials against your competition. Look at the examples of Domino's Pizza and IBM as a guide...

**Domino's marketing message:** *"Piping hot pizza delivered to your door in 30 minutes or you don't pay"*

**IBM's marketing message:** *"Nobody ever got fired for buying IBM"*

Here's how their marketing message stacks up against the SUCCEStory checklist. Why not score your marketing message and see how well you compare?

Assess your marketing messages using the SUCCEs formula 5 = perfect; 4 = very strong; 3 = OK; 2 = weak; 1 = very weak		Domino's Pizza	IBM	Your message	Your competitors message
<b>SIMPLE</b>	How clear and simple is your message? How well would an 8 year old child understand your message?	5	5		
	Is it meaningful, weighty and valuable to the customer?	4	5		
<b>UNEXPECTED</b>	To what degree is the message unexpected, surprising, unusual in your market?	4	5		
<b>CONCRETE</b>	How tangible or physical or measurable is your message?	5	5		
<b>CREDIBLE</b>	How believable and trustworthy or doubtful and dubious is your message?	4	3		
<b>EMOTIONAL</b>	To what extent does your message tap into the emotions of the reader?	3	5		
<b>STORY</b>	To what degree are you telling a story in your marketing message?	3	5		
		28	33		



## SUCCEStory writing

- a. If you're completely stuck about where to start, answer the following question: ***Why do your best customers choose to buy from your business, or choose to buy your products or services?***

e.g. Why do people buy specsavers/blue widgets/iphones/car/product/service from us because...

- b. Choose an outsider who's going to be able to candidly, bluntly, honestly tell you how well your message works. The best person to score your marketing, is not anyone in your business, it's someone outside of your business.
- c. Now let's make it more of a SUCCES piece of marketing! Firstly measure how good it is now. Give your message a score using the scoring grid above...
- d. Now choose one of the six SUCCES elements and work on improving your score by improving this one aspect of your marketing message. For guidance re-read your 4-page Business Bitesize report for inspiration.

Choose an easy one first to get yourself going – is there a story you already tell about the use or application of your product or service?

If there is, fold it into your marketing messages!

For example you might score low on 'credible'.

Perhaps you have guarantees but don't make enough use of them in your marketing message? If so put your guarantee front and central and improve your SUCCEStory score for 'credible'...

- e. How about assessing your competition on using the SUCCES scale (above)? This can be fabulously reassuring or scary and drive you to strengthen your marketing message using the SUCCEStory process.

Go on! Improve your marketing messages using SUCCEStory writing today!