



Inspired Income

Inspire, Be Inspired, and Experience Wealth

Customer Language Guide

Talking about Yourself
in Your Customer's Language



with Dori Etter



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Talking About *You* in Your Customer's Language

Don't you find it hard to write an About page? What do you include, and how do you write something someone else wants to read?

The key to a good About page is to recognize that it's a *sales page* – like every page on your website! You're selling YOURSELF!

All good sales pages have one thing in common – they meet your customer where *they are* when they land on your page (or wander into your shop, or even attend your sales meeting). So, psychologically speaking, where are they? They are tuned to channel WIIFM!

WIIFM: What's In It For Me

While it may sound selfish and self-centered, this isn't a bad thing – it's just human nature.

Think about your own experiences. You have a need, or desire, and you are trying to fulfill it - you are thinking about yourself. When you are researching something to buy or someone to work with, you are typically focused on, "How can this person/product help me?"

Yet, we, as business owners and service providers, are so in love with what we provide! It's easy to talk about our product/service, so we do it – *a lot!*

Also, few business owners do much research into their audience, so it's common to know so much more about yourself and your product than about your audience. You can't even think from your customer's perspective, because you haven't thought about who your customer really is.

So, how do you talk about yourself (and your products and services) in your audience's language? Here's a simple guide to get you started thinking this way. (Of course, you do have to have some idea of who your customer is for this to assist!)

Think of this as a tool that provides "elements" of content that you can use not just to create a killer "About" page for your website, but in all kinds of places in your sales and marketing. You might use this content for fliers, brochures, or postcards. It can also help in writing your bio and crafting your elevator pitch.



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Now, let's write about YOU from the **Perspective of Your Audience!**

I call your customers, as a group, your Audience. This is really the group of people who are **most likely to buy from you** – those for whom your product or service will assist the most and provide the most benefit.

Just to be clear, I'm not saying you can't sell to anyone not in your audience, but you will see your sales increase when you can focus and say, **“This is who I help the most.”**

Start with your audience in mind, and remember WIIFM.

Use these questions to guide you in thinking from the perspective of your audience, and you'll have lots to choose from when you write your next marketing or sales piece.

Who are you to them? What matters to them about you?

We all have lots of things we could say about ourselves, and it is OK to list it all, especially in a brainstorming mode, but then make sure you identify *what makes it matter to them*.

For example, let's say one thing about you is that you are a Mom. If you are selling to Moms, that's relevant - if you are selling to golfers, it's probably not!

So, what about you matters to your audience of potential buyers?

- Things you have in common with them
- Stuff you have done that they want to do
- Stuff you have stopped doing that they want to stop doing
- Experiences you have had that they want to have
- Stuff you own that they want to own
- What about you do they aspire to?



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Why should they listen to you?

This is where you bring in credibility and share what gives you authority in this field. Again, focus on what matters to your audience.

Are you assisting high school seniors in getting into college, and all 3 of your children were accepted into Ivy League schools? That's relevant. Are you a Landscape Designer? Well, then talking about your 3 kids in Ivy League schools might not be the best way to show credibility.

What are some credibility builders?

- Do you have degrees or certifications in this area?
- Have you produced results in your own life or the life of your clients that demonstrate the kind of results your audience wants?
- Have you been published, written about, or featured in magazines or blogs that they follow?

One note on this: It's easy to "forget" that the successes we've had in one area can translate into another.

For example, I was a consultant to Fortune 10 companies – I assisted CIOs, CTOs, CFOs, and CEOs with all kinds of business growth activities. When I left the corporate world and started supporting entrepreneurs, I didn't talk about that at all! I honestly thought that "didn't matter" to entrepreneurs.

Obviously, what I did for those companies is different than what I do today, but doesn't that add to my credibility? If I've been a trusted advisor to individuals at that level, doesn't that make me seem more trustworthy, no matter whom you are?

I've seen women with PhD's totally dismiss their credentials. Again, the tenacity and effort it takes to earn a PhD – doesn't that say something positive about that person's character?



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Why should they care about you (or your company)?

We like to buy from people we like. Getting someone to know you a bit, is a great way to create likability and caring. You want your audience to experience that you have similar feelings and emotions as they do. You should also demonstrate your own empathy for others.

- What are things that you have gone through that have impacted your character?
- Where do you put your attention or money that makes a difference in the world?
- What kind of results do you, your product, or your company produce in the world that impacts the life of your audience member?
- What can you share that shows you can “stand in their shoes,” and they in yours?

What to do with this now

Hopefully this has assisted you in beginning to think from the perspective of your audience. Really, all sales and marketing success comes from this place. Even if it's unconscious, successful efforts arise because you are connecting with you audience where they are, sharing what benefits they will receive, in terms and language that they understand and resonate with.

I encourage you to take the answers to these questions and share it with some of your current and desired customers. Ask them what they think of this, how it made them feel, and if it resonates. Listen to their answers and put attention on their exact words.

Don't fall in love with what you've written – rather, if your potential customers keep using a particular word rather than one you have written – use that word! And learn from what they say to you so that you can continue to focus your efforts in both creating offers and marketing those offers so that you can bring the most benefit to those you are here to serve.



Thank you for spending your time and energy reading this guide. It's my intention that this information will empower you to fulfill your passion and purpose and to thrive while doing so.

To make sure you get all the free training I offer, sign-up at InspiredIncome.com.

With much appreciation for who you really are. XOXO *Dori*