



# Must Marketing Materials Be Boring?

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*Ever wonder why your marketing materials aren't bringing in the results you want?*

Sure, they look good, and you took a lot of trouble to get just the right words down—or at least you thought you did. Let's take another look. Do your materials use a lot of space talking about what you do? Do they mention your service offerings in carefully-defined categories, according to the way you deliver them? Do they have a big section on your methodology and process? Do they chronicle the history of your organization? Are they full of client compliments about how great you are? Thought so—and that is exactly the problem.

*The right marketing package can have prospects beating down your door.*

Your marketing materials can be so compelling that people will call you up and ask for more. They can lead you to exactly the conversations—and paying customers—you want to have. They can be fun to put together, and even more fun to read. They can result in invitations to speak at events where you'll meet even more prospective clients who are desperate for your services. And it has nothing to do with the amount of money you spend creating the materials.

*If marketing materials can do all this, why aren't yours doing it?*

Remember the last time you went to a party and some guy got you in a corner talking about how successful he was, how great his house was and how terrific his kids were? Maybe he even called you by the wrong name—several times. That might have been mildly entertaining for about 5 minutes, but your primary instinct was probably to escape and avoid talking to him again, right? Take another look at your current marketing package. Doesn't it sound just a bit like that guy at the party? No wonder your prospects aren't so anxious to talk to you after seeing it.

*The solution is so easy it's almost obvious.*

Let's say you're still at the party and have finally managed to escape. You've just settled on the sofa with a drink, breathing a sigh of relief, when another guest comes up. She's smiling brightly, holds out her hand and introduces herself. She listens carefully to your name and, instead of talking about herself, she starts asking about you. Since she smiles and nods every time you tell her something—leaning forward and maintaining eye contact—you entrust her with a confidence. She's sympathetic, offering some helpful advice and continuing to listen. When it's time to move on, you're certain you want to talk to her again. Your marketing materials can achieve exactly the same effect if you remember two simple things:

- **Your service is NOT the most important thing you're offering the client.**

Of course you have to be able to provide the service—and demonstrate that you can do it well—but that's not the first thing on the client's mind. A lot of people and organizations offer the same thing you do. Before your customers will decide to pick up the phone and call you, they need to be convinced that they can have an effective relationship with you. That means that your materials should have a unique voice—they should look, sound and feel like you and your organization.

Glib and glossy just won't cut it, no matter how much you spend on it. A critical part of being able to establish a relationship with a client is to show that:

- **You understand the problems they face—and can do something about it.**

A well-known American politician announced that he “felt our pain”—and backed it up with a litany of problems that many of us felt we had. So we bought it—twice. All of your materials have to be infused with a deep—but practical—sense of empathy. Never mind what your service offerings are: what issues can you solve? How can you make life—or business—better for your clients? Offer up a lot of case studies. Use the result as the title and lead off with the problem. If you can get testimonials, that’s terrific. Just make sure that they’re not saccharine tributes to how nice you are (you’ve already demonstrated that by the way your materials are written). Ask your clients to talk about the results you got for them—and the pain they experienced before they hired you.

This really works—and it will make you incredibly attractive to clients.



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### **Keep eye contact with marketing materials from Evoke.**

Since 1988, Steven Skyles-Mulligan of Evoke Strategies has helped service professionals, educators and their organizations develop marketing materials that attract prospects. His work has resulted in more new business, increased return business and greater visibility. Working with Evoke, you’ll learn what makes you attractive to clients and capture it in vibrant language that attracts more clients. Evoke will encapsulate your successes to grab prospects’ attention and pull them in. We work collaboratively—and quickly—to give you what you need. We’d be glad to discuss your needs by phone at no charge. Call **212.967.7611** or visit

**[www.evokestrategies.com](http://www.evokestrategies.com)**.