

Client Dream Worksheet®

How to Meet and Exceed the Needs of Your Customers!



Warning: The single biggest mistake business owners make when trying to sell a product or service is that they focus on the **HOW** rather than the **WHAT**. Don't try to sell the steak... **sell the sizzle**. The sizzle is your customer's dream. Teach yourself to speak and market to the dream of your customer and you will become a marketing ninja!!

What is Your Client's Dream?

Case Study: LocalsGuide Newspaper

1. They want more customers.
2. They want more effective advertising.
3. They want to feel that their investment gets results.
4. They want to be financially successful!



Marketing Messages To Client - *Speak to the Dream*

1. We Get You More Customers... FASTER!!
2. Local Advertising that Works!
3. Your Investment in LocalsGuide earns your Featured Interview!
4. I want to see your investment pay off and much, much more!

Supporting Action Steps

1. Turn my newspaper into a Marketing Machine. ☺
2. Become an Expert in Local Marketing and Direct Marketing!
3. Reward Interviews to Loyal Customers.... ONLY!!
4. Get 100% behind the success of my customer's success!!

What is Your Client's Dream?

1. _____
2. _____
3. _____
4. _____



Marketing Messages To Client - *Speak to the Dream*

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2. _____
3. _____
4. _____

Supporting Action Steps

1. _____
2. _____
3. _____
4. _____