Client Dream Worksheet®

How to Meet and Exceed the Needs of Your Customers!



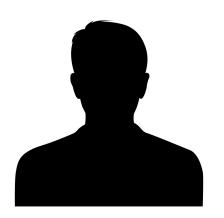


Warning: The single biggest mistake business owners make when trying to sell a product or service is that they focus on the **HOW** rather than the **WHAT**. Don't try to sell the steak... **sell the sizzle**. The sizzle is your customer's dream. Teach yourself to speak and market to the dream of your 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.			
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4.			

Supporting Action Steps

1.	
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