



## A Step by Step Guide to Creating Your Own Consumer Awareness Guide

One of the keys to creating and sustaining a strong and lucrative business is having an effective marketing in place, in conjunction with having an effective marketing system in place it must be consistent. As you grow your business you must identify what in your marketing tool box on what “works” and continue to do what works. Most importantly you are going to want to create a marketing system that will work without you. A system that you can set on autopilot that will work without your direct involvement and your labor. This is what is called the ultimate in marketing leverage. The Consume awareness guide is one of those tools that you can put on auto pilot that will attract the right customers who are looking. The consumer awareness guide is like the dog whistle only the person looking for your type of services will be interested in finding out more.

This type of free report is what is called an Educational Based Marketing Tool. It is a tool that educates your prospective customers about concerns that they should have about doing business in your type of industry.

- It educated them about mistakes they should avoid.
- It educates them on certain scams that are prevalent within your industry they should be aware of.
- It educates them on what strong company qualities to look for in a business “like your company”

*All this education leads them to a common solution...that YOU are the one that should do business with.*

A well-constructed Consumer Guide sells for you ..It heightens the interest of the consumer and expands their knowledge of your trade or industry, and gives them power, the power of knowing what to look for in their buying decision. And because YOUR company is the one providing this valuable consumer service . You are viewed as the EXPERT in your field not as some one trying to sell them some service or product. You can call it a **Stealth** Selling System. And it requires no one on one selling face time. This my friend is truly auto pilot advertising.

The beauty of a consumer guide is that is a salesman in print who works for you 24/7 -365 days a year. Never gets sick, or ever asks for more money. The consumer guide never leaves any his lines out of the presentation, but always delivers the same perfect sales presentation every single time.

When the prospective customer is ready to talk with someone from your organization it is only after they have learned a good deal about your industry through the report and now they are ready to make an appointment or buy your product or service.



What the consume guide does is, is it filters out the tire kickers and bring you prospective customers that are

- ***Prequalified, Presold and Predisposed to doing business with you.***

What this means is that your paid sales force even if that s just you will only be speaking to valuable prospects not tire kickers. This means you will have a much higher conversion rate. And a much more profitable use of your time or your sales teams time.

With this work sheet you will be able to put together your own consumer awareness guide.

### **Let's Get Started**

1. The Title – Choose a name for your educational based marketing tool  
*Just plug in your industry*
  - The Consumer's Guide to Choosing A *Just plug in your industry*
  - Free Report on How To Choose A *Just plug in your industry*
  - How you Can Avoid the Common Mistakes Most People Make When Selecting *Just plug in your industry*

*At the bottom of the cover this educational service is provided by : your name and your company.*

For 5 dollars you can get a professional made cove on fivver.com

2.
  - *Avoid the 6 most costly misconceptions in selecting A Just plug in your industry*
  - *Avoid the most common and costly mistakes people often make when selecting Just plug in your industry*
  - *6 costly misconceptions about Just plug in your industry*
  - *How to avoid (Just plug in your industry) rip offs*

In these 4 head line samples we are addressing the fears and common misconceptions that prospective customers currently have about your industry or fears that they are not aware of until you planted those seeds. BEWARE this is not a media to criticize specific competitors, but only to identify key weaknesses in your competitors without naming names.



3. In this section you want to describe why someone wants the BENEFIT that you offer do not focus on your profession but on the result, you create. Not why you want a landscaper but why they want a manicured lawn, while they are out playing golf
  - Why you want a clean and healthy exterior
  - Why you want your home properly maintained
  - Why you want a stress free and unforgettable wedding
  
4. Once you have shared all of the dangers and pitfalls that exist in choosing someone in your industry, and then why the prospective customer does in face want the result that the RIGHT choice will created for them you need to lower the hurdle for them to do business with you. Then only way to do that is risk reversal. You must offer a guarantee something meaningful something that will grab their attention. Satisfaction guarantee is just to generic and the phrase is just glossed over by the consumer. Let them know you want them to be thrilled with your service ,
  - 100% No Risk Guarantee
  
5. Finally, you need to lay out steps for them to choose the right company.
  - 4 steps to you dream kitchen
  - 4 steps to a healthier home
  - 4 steps to maintaining the value of your home

Let's put it together

6. The content the clients fears, misconceptions and the benefits,

List the fears that prospective customers have when in your industry



List the common misconceptions the prospective customers have when coming to you  
What do you need to re-educate them about, concerning your industry

List some of the benefits that clients enjoy after using your services successfully

### Create Your Headlines

Looking at the information in your fears, misconceptions and benefits list, list some section headlines that will work for your consumer guide ie. Identify 3 dangers .. the 3 Dangers of Choosing The Wrong



Your Outline

This exercise to organize your content when you complete this you will have an outline to write your Free Report

How to avoid industry Rip Offs		
Rip-off		What Bad Results?
<i>ie. (Unbelievably low price)</i>		<i>(unexplained add ons, on final bill )</i>
- _____		- _____
- _____		- _____
- _____		- _____
- _____		- _____
- _____		- _____






Costly Misconceptions About Your Industry






Costly Misconceptions About Your Industry		
Misconception		Why this is not true
<i>( going with the lowest price saves you money)</i>		<i>(is this really true )</i>
- _____		- _____
- _____		- _____
- _____		- _____
- _____		- _____
- _____		- _____



### Outline

Use these exercises to organize your content at the completion, you will have an outline to write your free report from.

The (#) Deadly Secrets about (industry)		
Secret or Danger		What Bad Results
<i>( Most companies are not certified)</i>		<i>(no continuing education )</i>
- _____		- _____
- _____		- _____
- _____		- _____
- _____		- _____
- _____		- _____






#) Mistakes to Avoid when Choosing A (industry Title)		
Mistake		What Bad Results
<i>(Choosing a company with testimonials</i>		<i>(if their clients aren't saying good things about them how can you expect superior results?)</i>
- _____		- _____
- _____		- _____
- _____		- _____
- _____		- _____
- _____		- _____



### Why You Want (your Results)

The RESULT of your company's Service /product or process is \_\_\_\_\_

*What are the benefits to your prospective customer*

Your Process the Result		Reasons why clients care (WIFM?)
- _____		- _____
- _____		- _____
- _____		- _____
- _____		- _____
- _____		- _____

### 4 Steps To (your results)

*Each Step*

*Expand on this for your Guide.*

1. Make a commitment to act
2. List your objectives
3. Ask questions
4. When you find the right company act



### Some Final Touches

- ✓ Choose the title of your Consumer Guide /Free report
- ✓ Your Guide Cover list all the content headlines of the information inside.
- ✓ List your name and company along the bottom of the guide cover,
- ✓ Page 1 has a short letter form you explaining that you are providing this as an educational service to help consumers shop in your industry.
- ✓ Page 2 is your company and personal profile.
- ✓ All the sections follow your profile page
- ✓ Include your guarantee
- ✓ Finish up with a thank you page that thanks them for taking the time to read your guide and list your contact information if they would like more information.
- ✓ Use your client testimonials on the back cover of the report if you have pictures of your clients use those also.

### **You are not done yet**

Once you have completed your report now you can record the report and use it on your website and your marketing with a call to action for a free recorded message. think about is now you have a n audio they can listen to 24/7 this is what you call auto pilot

24-hour Free Recorded Consumer Awareness Line for choosing a company in your industry.

Think about the psychology behind the free recorded awareness line. By the sheer fact that they know that no one is going to answer the phone and try to sell them any thing will increase the amount of people that will actually call and listen .