

THE BUZZ NEWSLETTER

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Message from the Partners...

The Victoria Day weekend has come and gone (thank goodness for a gorgeous holiday Monday that raised our spirits after a cold and rainy start) and we're into a busy and productive summer at Marketing Masters. We hope you are seeing the early fruits of your labours, too.

Let's start off by thanking you, our readers, for an outstanding vote of support for this newsletter: our "open rate" (they way we judge whether we are providing the kind of content you find helpful and interesting) beats the average rate for publications like ours by 19%!

We promise we will continue to provide articles that are worth your time and attention.

This month, we're sharing the secrets of telling your story so you are absolutely guaranteed that prospects will listen and contact you. And you can get a **FREE** story makeover as our thank you.

Wishing you good business,



The Marketing Masters

How To Craft a Story Worthy of The Big Screen.

What Our Clients are Saying...

"Wow! Wonderful Job! Looks Fantastic! It is an absolutely marvelous piece of work – I knew it would be special, but this is a knockout."

Patrica Commins,
Chair, 150th Anniversary of Victoria
Hall Grand Ball

"All I have to say is "wow." The staff today told me they felt 'inspired' again. What more could we ask for? Thank you."

Fiona Friesen
President, Glue Solutions

"It is always inspiring when you come. With all the doom and gloom out there an inspiring vision and upbeat happening is nice to have on our side."

Tom Hanmer,
Owner, Kitchen Classics

"(You) make me think logically and critically. Most of all, you force me to focus. When we need a set of fresh eyes looking in from the outside, you're there."

John D'Amico,
Manager Marketing, Network &
Computer Services, Plexis Inc.

Wouldn't it be great if people flocked to hear the story of your business the way they flock to a blockbuster movie?

You probably don't have many resources to back your ideas. You don't have a multi-million dollar ad budget or a team of professional spinners. Your ideas need to stand on their own merits. Your story will help you make your ideas stick. By "stick," we mean that your ideas are understood and remembered, and have a lasting impact—they change your audience's opinions or behavior.

You can work with the same three elements, that make great movies so powerful, to create a "sticky" story. Here's how:

1. Use a strong introduction that captures attention; usually a question to be answered, something to be found or a task to be achieved. Start your story by telling prospects what drove you to take the worrying and often terrifying step of starting your own business. What was missing for you in your corporate job? Was there an event that made you decide to go out on your own?

Here a real intro from Marc Dorval, who now runs a multi-million dollar company called Pro/Soft technologies. Don't you want to hear more? Marc's prospects certainly do!

"People often ask me how I got started in the IT business. Back in 1991, it was a pretty bad recession period. I was the IT manager for a construction and interior-design firm, and the writing was on the wall for that firm.

A few of my contacts at a computer reseller suggested that I'd do great on my own, and that they'd be happy to refer business my way. My wife and I had just closed another business, sold our house to pay for the debts that this venture had created, and had our first child! September 15, 1991, I sat at my desk, looked at my phone, and wondered if it would ever ring again."...

2. Insert a climax where the main character (you) reaches a crossroads (physically or mentally) and has to choose a direction and what to do. Use colourful, simple language to relate how you made it past a milestone, fixed a problem or overcame adversity. Provide lots of detail to make your success come alive. And don't leave out the emotion—we are wired to feel things for people, not for companies.

Create a story people understand, remember and can retell later. If prospects believe it's true, it might change their behaviour ...and convert them to customer status.

3. End with a conclusion that ties the beginning question to the end result for viewers. Here's where you tie your story to your prospects. How does your experience help them overcome their biggest frustration, solve a difficult problem or see new possibilities for the future?

Summarize the lessons you have learned that will benefit them. Create a checklist of the ten things they should never do, based on your experience. Provide a list of helpful tips and tricks they can use right away.

More Guidance About Writing a Great Story:

We are such big fans of [Chip and Dan Heath's Made to Stick](#) that we include it in all our coaching programs. There's lots of free stuff on their [site](#).

"In the first four hours, I learned more about marketing than I had over the entire previous year of scouring the internet, reading books, and through trial and error. Before I met her I had a bag full of tactics, now I have a system."

Andrew Witchell
ProServe IT

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[Refer a Friend](#)

Hot Off The Press

- Our project with the Loyalist Training and Development Centre is moving forward—we'll have lots to share after the summer.
- Ken is building three new sites with our new collaborator, Tim Tevlin at [Video SEO Shop](#). Tim creates strong organic link exposure on Google through the use of videos posted online.
- Ken has created a new ad and web site for ten local Port Hope retailers – check it out at www.porthopeshopping.com.

Special Promotion

A Simple, 30-Second Change You Can Make to Any Business Story, Web Site, or Brochure That Will Instantly and Dramatically Increase Response

Changing your business story can profoundly change the response you get from prospects, and reaffirm the value of your company among your clients.

For the month of June, we are offering a **FREE** story makeover, the same service other clients have paid thousands for. We'll show you how a few simple changes can make a big difference.

Here's the catch – you must allow us to feature your “before and after” in our weekly column in [Northumberland Today](#), as part of our upcoming “Makeover” series.

To sign up for this free makeover, worth up to \$1250, click [HERE](#) to let Ken know how to get in touch.

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