

# Summary: 'Normal Marketing' Won't Work For Professionals

The fundamental stages of marketing are well-established – more than 6000 years old, in fact.

1. **Get Attention** – unread adverts gain no sales!
2. **Promise an Advantage** – it's got to be worth-while.
3. **Prove It** – 80% of readers scorn unproven claims.
4. **Convince People they will Gain** – will they personally benefit?
5. **Ask for Action** – the difference between advertising and educating.

But I find that professional firms are different to most other forms of commerce.

- There are elements of traditional marketing that often can't be used
- The professions have difficult-to-describe aspects of their services
- The emotion-laden client is usually more sensitive about what to expect

**So the professions cannot design their marketing materials exactly as other businesses do.**

## ***“Getting Attention doesn't come naturally to us”***

Professionals are generally conservative in nature, and are often uncomfortable with self-promotion. This makes it difficult to attract attention and promote your services successfully.

## ***“We can't Show Advantages the way others do”***

Services are invisible products. So your competitors' marketing messages are likely to be very similar and 'me too', meaning that clients can easily be seduced away by tiny differences.

## ***“Providing Proof of our Promise to help is also difficult”***

Promises of help are strangely divergent: obvious to professionals and very undefined for clients. But proof cannot relate to outcome in advance and yet that is often what clients want.

## ***“We can't easily Convince People they will Gain”***

Individuals need to reassure themselves that generalised claims will apply to them in their particular circumstances. Because every case is different, this is almost too-difficult-to-try.

## ***“Asking for Action is difficult for us too”***

Most professionals may feel repelled by the thought of explicitly asking for 'buying' action. It seems too much like 'selling', which is often too-closely associated with unethical manipulations.

## **How You Can Reword Your Marketing Messages To Work Harder**

With a new client-centred approach to marketing, professionals can more directly address their clients and form an early bond that encourages enquiries, meetings and decision to instruct.

At the start of new relationships, **Invitation** and **Welcome** are well-known forms of good manners. But more than that - they are very effective in developing new relationships quickly. Their absence may not be remarkable, but their presence substantially improves the warmth of the getting-to-know-you stage, with beneficial consequences for client and firm.

If you might want unique-to-you practical help with this,

[please email for a free no-commitment exploratory chat.](#)