

# Next Steps for Your Business Plan

- Your Business Plan:  
A Reinvention Strategy

- Transformation:  
Consumer to Customer

- Marketing:  
Solving Someone Else's Problem

- Promotion:  
Benefits, Not Features

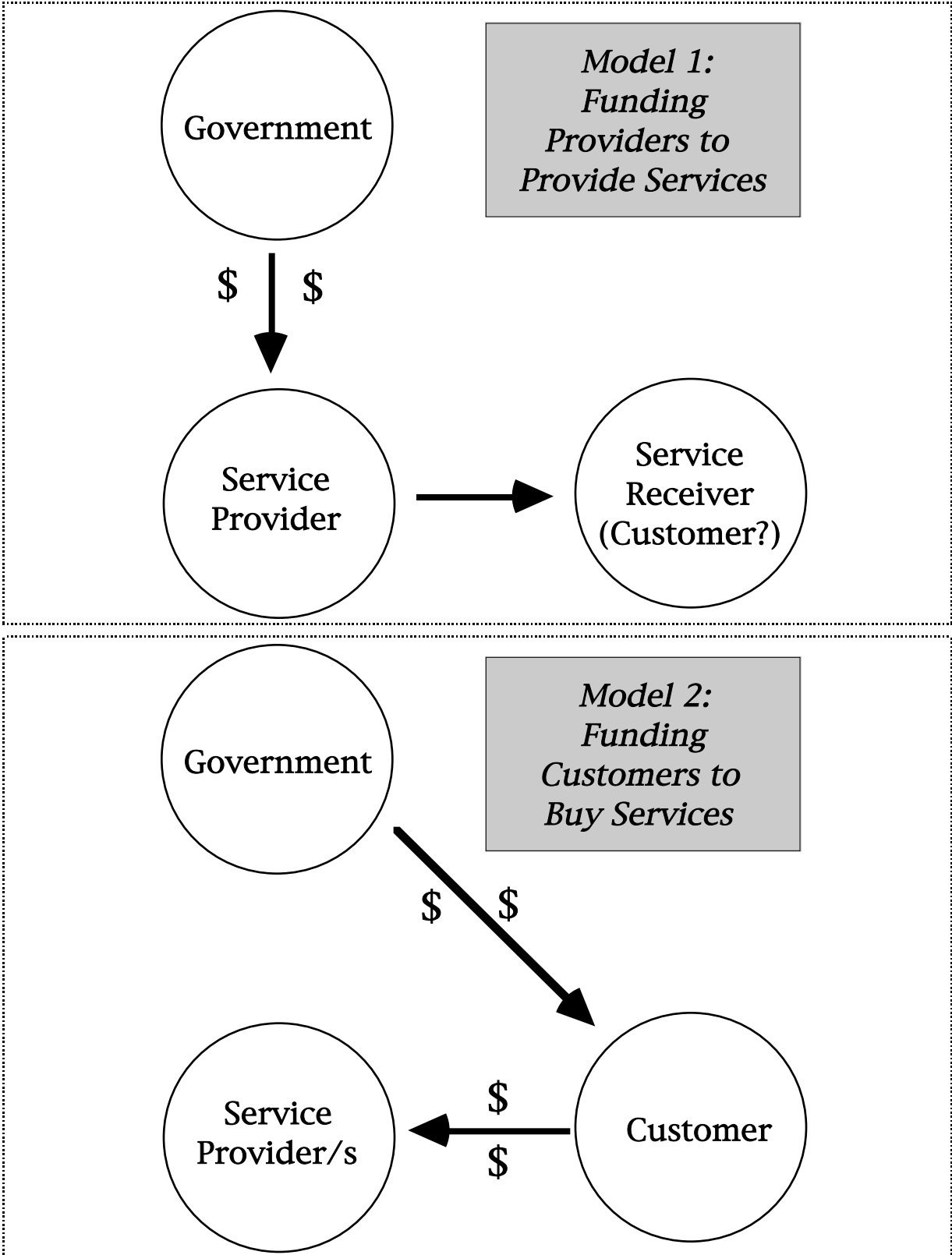
# Six Components of a Business Plan

1. Executive Summary
2. The Current Organization
3. Situational Analysis
4. The Future: Strategy
- 5 Financials
6. Action Plan

*What's Most Important to You?*

## *Environmental Scan...*

- Demands Outstrip Dollars
- Providers Must Make Case
- New Business Model Needed
- Very Competitive Market
- Respond to Changing Market
- Customers Vote with Feet
- Connect to Market
- Marketplace Sustainability





*Marketing*  
*is...*  
solving  
someone  
else's  
problem!

**What Problems Are  
You Really Solving?**

<b>Problem</b>	<b>Solution</b>

**What Are You Selling?  
What Are They Buying?**

## The 5 Ps of Marketing

**Public:** Who is the target?

- *Many different targets, segments, motivations*

**Product:** What is the solution?

- *Packaging product for public*
- *Making it tangible*

**Place:** Where, when, how buy?

- *The conversion process*
- *Asking at the right time*

**Price:** How much for what?

- *Lower the costs!*
- *Increase the value!*

**Promotion:** Why buy and benefit?

- *Message, method, and media*

# *Promotion...*

## *Decide:*

1. Market
2. Motivation
3. Message
4. Method
5. Media

**You Get *Exactly*  
Who You Ask For!**

- Services and Activities
- Methods and Delivery
- Location and Hours
  - Look and Feel
- Peers and Affiliation
- Legacy and Cloning
- Media and Messages

***Do you Want  
More or Different?***

# Product Naming is Promotion

- Packaged Intangible
  - Real Solution
- Perceived Value and Cost
  - Desired Affiliation
- Non-Generic, Specificity
- Unbundled Customization

<i>Current Name?</i>	<i>Improved Name?</i>

*Promotion is...*

**Selling the Benefits,  
Not the Features!**

**Features:  
What and You**

**Benefits:  
Customers and Gain**

<b>Feature</b>	<b>Benefit</b>
Nutritious	Tasty
Hours	Choice
Dance	Dates
I and R	Foot in Door
Crafts	Gifts

## Unbundle the Benefits to Target

### Healthy Aging:

- Health? Wellness?
- Detection? Prevention?
- Stay at Home? Stay Active?
- Feel Better? Look Better?

### A Walking Club:

- Stay Healthy through Exercise
- Get Out of the House
- Meet New People
- Discover New Places

*Law of Dilution! Confusion?  
Prime and Ancillary Benefits!*

## Better Benefit Statements! Match the Benefit to the Target!

### 1. Use the "*So What?*" test.

Always ask: Who cares? What will the customer get? Don't focus on activity or process. Focus on outcomes and results.

### 2. Talk with plenty of "*You*s".

Nobody cares what "*we provide*".  
You care about what "*you get*."

### 3. Explain what people *will gain*. Explain what *won't be lost*.

Sometimes, the best benefit talks about what will be saved...time, money, risk, esteem, and others.

### 4. Go for the *emotional benefit*, as well as the logical reasons.

Most of us buy with our hearts... and then look for a way for our brain to say yes. "Tired of Eating Alone?"

5. Use *short understandable* words.

Talk like people talk. No jargon. Telegraph. Short sentences are better.

6. *Action verbs* are best!

Passive verbs are dull. *Get* instead of *provide*. Put excitement in the message.

7. *Adjectives and adverbs* give a picture of the benefits.

On a menu, it is not just "*ham*"...it is "*Virginia-baked, honey-glazed, mouth-watering, ham.*" Good benefit statements have a liberal dose of modifiers. Always, put the gravy on the meat.

8. *Never deny the customer's esteem and current satisfaction*; build on it.

If you say, "you can have clean dishes", customers must admit that their dishes are not clean. Use words, like "even more", "even better", "...ers", and "...ests. Talk with superlatives.

9. *Pile the benefits on!*  
*Link them for a one-two punch!*

When benefit phrases are put together, they have even greater effectiveness.

10. *Be certain* about the benefits.  
*Tentative does not sell.*

Never promise what you can't deliver, but promise what you will. People like certainty in their benefits. Be careful of words like, "might", "may", "can", "could", "try", and similar hedges... customers will hear that you are not sure, so, why should they take the risk?

*What Benefits Do You Promote?*

*Could They Be Even Stronger?*

*How Do the Benefits Vary By Customer?*

*Do you talk them and write them?*

## *10 common promotion mistakes...*

1. Target is unclear
2. Attempts to target everyone
3. Purpose is unclear
4. Too much detail
5. No call for action
6. Focus is on the organization
7. Sells features, not benefits
8. Uses "we provide" copy, instead of "you get" copy
9. Doesn't emphasize the target, problem, or solution
10. Talks in jargon and initials.

## **Marketing Materials for Older Readers:**

- 1. Large print counts.**  
Never use less than 14 points.
- 2. Contrast is important with the loss of visual acuity.** Make it stand out!
- 3. Don't use glossy paper.** Light makes it reflect, and makes it hard to read.
- 4. Blues and greens are the first colors we begin to have difficulty reading.** Red stays the longest!
- 5. Pictures should be used.** Pictures should be 8 to 12 years younger than the target audience.

# *Best Bets!*