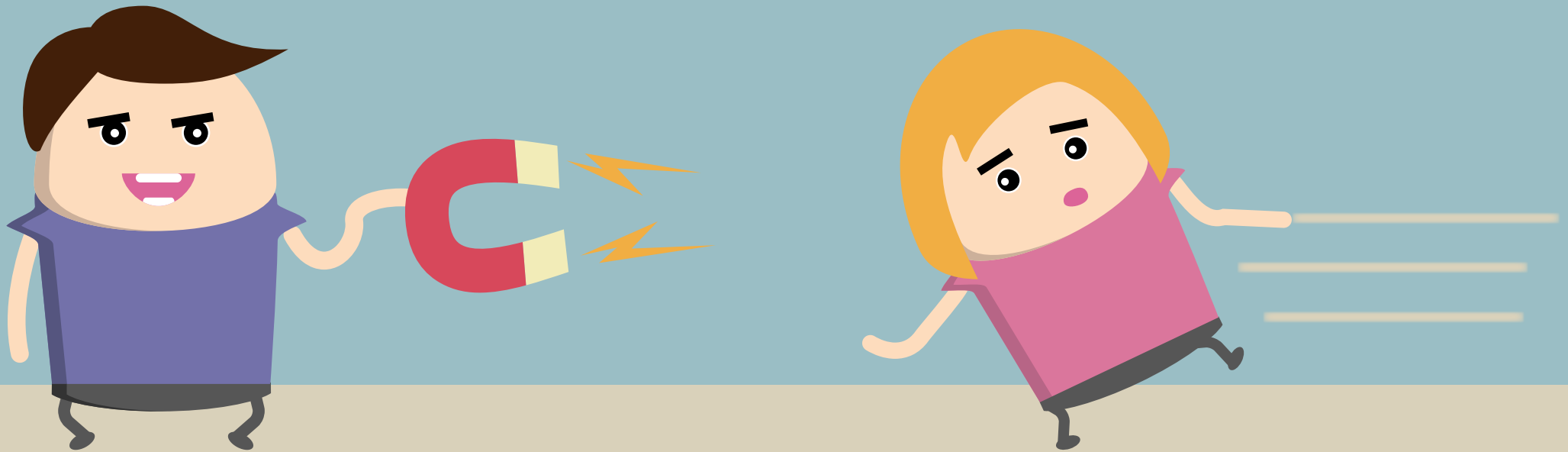
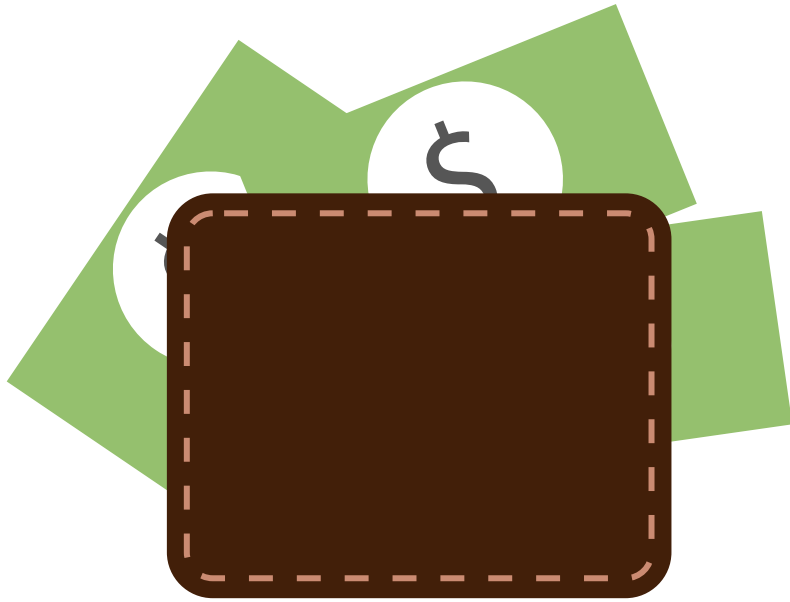


BECOME A CREATIVE CUSTOMER MAGNET

5 steps to go beyond the ordinary
and attract customers like never
before



If you want to get noticed, you have a choice...



OR



A fat wallet can certainly get eyes-on, but on its own, it does diddly squat to create a stir.

Creativity on the other hand, makes an instant connection that's hard to shake off.

We are human. We love new and fresh. And you can make a huuuuge impact when communicating with creativity and real purpose.

So are you ready to get stuck into the essentials?!

WHO CARES WINS



First, some science: point a magnet in the wrong direction and its pulling power is vastly reduced. It can even repel instead of attract! Your content is no different so make sure it's aimed firmly at a target.

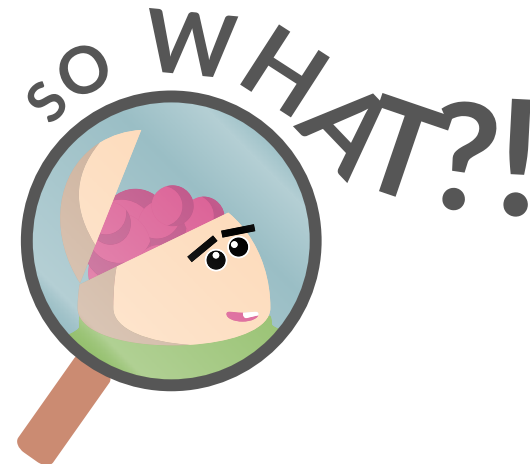
Your first step should always be to understand your audience and create content that truly matters to them. That's what will ultimately draw them in.



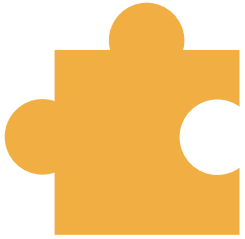
It's all too easy to describe the features of your product or service and be very matter-of-fact, but the fact is, it really doesn't matter when it comes to making someone's mind up.

You're in a competitive battleground, constantly fighting against fleeting attention, apathy, and seen-it-all-before syndrome. The winners are those who can stop people in their tracks and rapidly create emotional buy-in.

To create a compelling hook, it really helps to imagine you're the customer. Put yourself in their head and ask SO WHAT?!



Here are a few questions to provoke your mind into figuring out what matters most and what can be skipped:



What problem are you solving? Your product or service is there for a reason, so make it plainly obvious what this reason is to help people identify with your solution. Don't assume they will connect the dots themselves.



How will you make a difference? Draw out the direct and wider benefits your product/service leads to. Even though something may be unique or innovative, it still helps take out any guess work and explain why that's a good thing.



What's the one thing that stands out above all else? Simplicity can be remarkably compelling whereas lots of things to take in all at once can be a bit daunting.



Honesty time- what's uninspiring? Sometimes it's all too easy to get lost in your own offering, but take a step back and ask yourself truthfully, "would this genuinely excite me?"

Finally, make sure your focus is on the customer and not on yourself or your business. Reframe the 'me's to 'you's, 'ours' to 'yours', and too much 'we' really pees people off.



ONCE UPON A TIME



You now need to find a way of delivering your targeted message in a way that gets imaginations sparking and creates buy-in.



The right message can be completely undone if it comes across as too pushy, overly salesy, or just plain dull.

Demonstrating no effort to engage an audience on a personal level can be a huge turn-off.

We are hard-wired to respond positively to stories. A story is simply information brought to life through action. They captivate our imagination, build our anticipation and reward us with a meaningful release. You can go beyond a mere description and instead, build a sense of desire.

Storytelling is a great way of whipping up a few emotions and holding attention whilst imparting some gentle persuasion that helps make minds up.

The following page demonstrates how simple it can be to create a story, using this very ebook as an example...

- Standing out is tough in this competitive world. You may not realise it, but you have the power to transform the mundane into the magnificent with two things you already have in abundance...

- ...Your passion and personality. Everything has an interesting angle; a behind-the-scenes process, a backstory, a particular approach, a novel innovation- it's the way you tell it that makes the difference.

- Now it's just a matter of delivering your message in a way that's impossible to ignore. And this is easier than you might think once you've learned the secrets of creative storytelling.

THE SET-UP

Establish a scene that needs a resolution and set a desire or ambition that builds intrigue as to what's going to happen next. If possible, create a sense of empathy and an "I know that feeling".

THE ESCALATION

Create action leading on from the set-up. Add more information, build interest and start to weave in the solution.

THE RESOLUTION

Unravel the benefits as the solution is revealed. This gives a chance to firmly imply the message without any hard sell whatsoever.

Here are some other tips and tricks to bring your story to life:



READ ME

Give it a catchy and relevant title. This will often be the first thing people see and may be the make or break for whether they read on.

Characters can be a great vehicle to deliver the message by displacement i.e. you're not directly telling the reader a message, meaning you can get away with being more gung ho!



KEEP IT SIMPLE

Make use of seasonal greetings and events. Go beyond mere good wishes and instead use the occasion to invent a story with a fun tie in. What situation has the snowman got himself into that can be resolved by your offering?!



Brevity is critical. Question whether every word adds value to the story. If they don't, cut them out. You can make a powerful story from just a few lines.

"I'm sorry that I could not have written a shorter letter, but I didn't have the time"
- Abraham Lincoln.

SEEING IS BELIEVING



With visuals, you can cut complexity and highlight information in far more engaging ways.

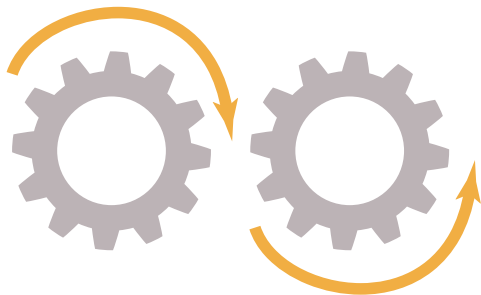


Paragraphs of block text are hard to visualise and often end up getting skipped. If they can be broken up with visuals, this can help to convey a detailed message enormously.

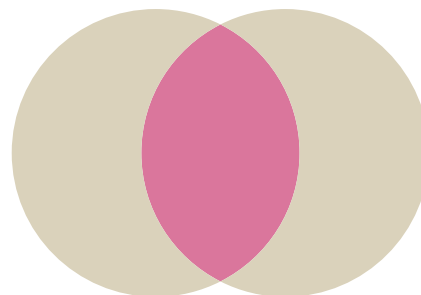
Where images and designs are used, simply looking pretty isn't enough; the design should have real purpose and guess what- it should tell a story! Generic or cliché stock images do not capture much imagination.

Sometimes it's better to show it instead of say it. Many aspects of a business lend themselves perfectly for visualisation:

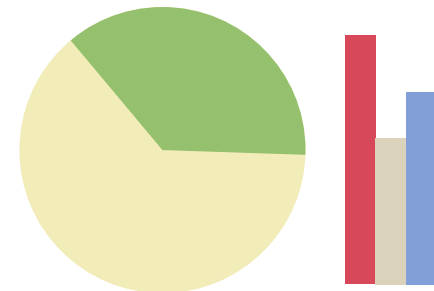
The flow of a process



Interactions



Data presentation



Even simple diagrams can work wonders at drawing the eye and getting your concept across.



However, for fully-charged customer magnetism, you'll need to surprise and delight with a little more creative flair.

To help spark your imagination, just think, if you couldn't use words, how would you get the message across? This can even help a great deal in composing a message outline and making more of an impact through your storytelling.


A powerful way of serving up visual treats is via metaphor. By encompassing a concept in a familiar metaphor, you create a shortcut to understanding at the same time as delighting the eyes. Metaphor is also great for adding levity. The juxtaposition of reality has a playfulness in itself but exaggeration of actions can act to raise a smile.

You can use metaphor to really draw out a point and make an impact. For example, throughout this ebook, you'll see the magnet as a metaphor for customer attraction.

But to really stop people in their tracks you can transform the entire message via metaphor. This is all about delivering the message in a way that's never been seen before. To do this, you need to find the core concept then explore associations and ask 'how else' and 'in what other ways' it can be represented.

You'll see this in action on the next page...


Here are a set of 'Creative Content Assembly Instructions'. This process for working on creative content projects is presented IKEA style! The concept is familiar and easy to follow, with the implied message that if each step is done correctly, the project will be a success. Plus it makes what is essentially a process far more fun!





CREATIVE CONTENT ASSEMBLY INSTRUCTIONS


HOW TO CAPTURE THE IMAGINATION OF YOUR AUDIENCE WITH ATTENTION GRABBING COMMUNICATIONS


1 EXAMINE YOUR TARGET


What motivates them? 

What inspires them? 





What bores them? 

What do they care about? 

What do they need to succeed? 



2 CRAFT YOUR MESSAGE

- | Determine the essentials to be addressed. 
- | Convey the benefits in an exciting way. 
- | Highlight what's unique and why that matters. 
- | Speak to the needs of your target audience. 

3 MAKE IT STAND OUT

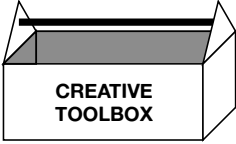
Surprise, delight and compel with unmissable concepts

★ **Metaphor**

★ **Visualisation**

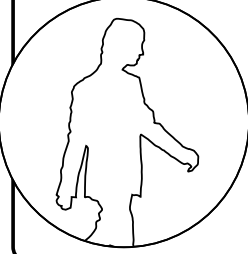
★ **Storytelling**

★ **Provocation**

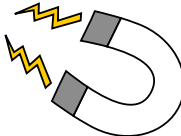


CREATIVE TOOLBOX

4 CREATE CALLS TO ACTION

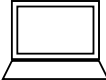





Draw your audience in and make your marketing efforts pay off




5 LEVERAGE MANY CHANNELS

Ensure your message gets as much attention as possible using the multiple tools available to you.

Monitor the results and hone your strategy to focus on what works best.

 **PLEASE READ CAREFULLY**

It is recommended these instructions are followed under supervision of an experienced creative expert.


A Creative Encounters consultant will be able to assemble your content off-site or facilitate a creative workshop with your team.

Click the image to view a larger version

PUT ON A GOOD SPREAD

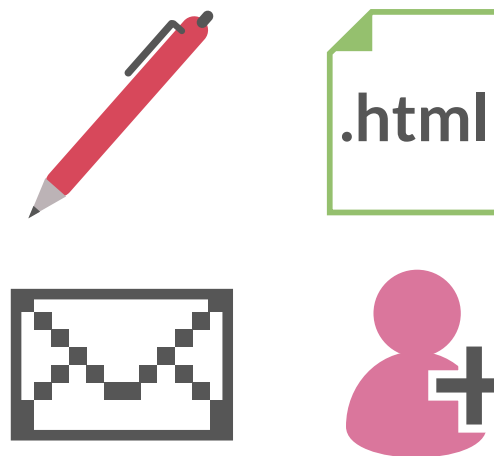


Now you've created your wonderfully engaging content, it's time to give it legs and longevity and achieve maximum levels of engagement from your efforts.



Don't expect your audience to be in the right place and time. If your content is spread too thinly, your reach is drastically reduced.

Your blogs, webpages, emails, social networks and so on should funnel people to where you ideally want them to visit.



There are so many sites out there, all with different angles, purposes and niches but they all have one thing in common... people posting boring promotional messages. If you share your creative story, people will be glad of your refreshing approach and hey presto, your magnetism becomes even stronger.

It's not just online content either; presentations, leaflets, banners can all have the creative treatment. Wherever it's game of attention-grabbing, you know what to do.

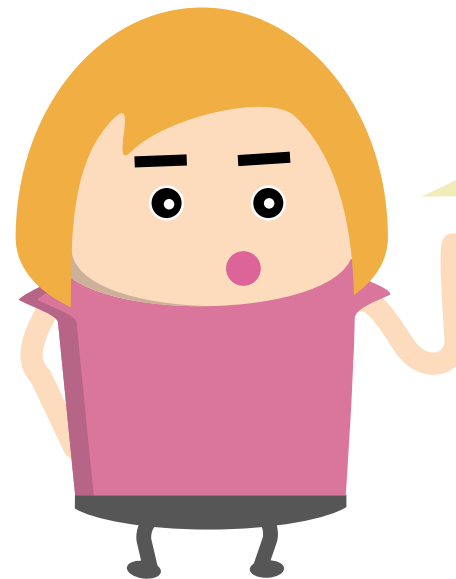


How to get others to do your online marketing for you for free? Simply encourage them to share your content! When someone sees content shared from a trusted source, they're far more likely to check it out. There are all sorts of sharing widgets that can also provide social proof i.e. the greater number of shares, the higher the perceived value.

It's also important to know where your efforts pay off the most. The essentials to monitor through your web analytics are views received from various sources AND the conversion rates from these sources.

Just getting a load of views is great but, if they don't stick around, it's not much use.

But gaining a small number of views where people are actively clicking can be far more effective – that's where you know you've done some good work jumping into the mind of your audience.



**It's not the size,
it's what they
do with it that
counts!**

Finally, let's talk 

Getting found on Google can be very valuable for driving targeted traffic, however, you might come across a little problem- Google has no sense of humour! If you've created a fun, catchy headline to attract your audience, chances are Google will not get it.

A little trick to help Google out is to change the webpage title tag to be search friendly, with all the right keywords. For example, the headline, 'How much is that doggy in the window?' could be made Google-friendly when written as, 'Your guide to buying your first pet dog'.

So you can retain your great headline and ensure Google gets you found online.



I LOVE IT WHEN A PLAN COMES TOGETHER



The final hurdle is to make your efforts pay off and convert those you've attracted into customers.

This requires a strong call to action. But first, you'll need to clearly identify what your goal is, whether that might be to contact you, sign-up, visit a page, download something, connect or otherwise.

The classic calls to action e.g. follow this link, fill in this form, press this button etc. are fine as long as you give people a reason to do so. Reinforce the purpose so they know what they will get from taking action. So instead of a generic subscribe button, be specific and personal e.g. "Yes, give me access now!".

How about asking a question? It makes people automatically set to work on it in their heads and that may very well ignite a burning desire to have it answered.

A little bribe can always help- what can you give away in order to get what you want? It might be a download, a coupon, a consultation. Placing a time limit can create a sense of urgency and giddy along the indecisive.



Leave people guessing what to do next and they may very well move on elsewhere.

Always give clear direction to ensure at least one obvious option is available other than simply leaving.

Now for the far more exciting and cunning ways of inciting action...



CLIFFHANGERS

Leave them wanting more. You might invite people to view the full image, read the full story, view all tips/facts or better yet, deliberately leave it needing a resolution that they need to click to find out.

MISSING LINKS

Similar to a cliffhanger but tell the story with the set-up and resolution but leave them guessing how it happened. They'll want to find out the answer.

TEASERS

Formulate a quiz/challenge/contest/game that relates to your message. Make the most of human inquisitiveness and the desire to win and be correct.

INTERACTIONS

A vote or poll can create a desire to click to view the results. Or how about giving people a choice of which version or outcome they want to see? Choice of options really keeps attentions held and builds excitement.

With these techniques, you can adapt your content to act as bait and spread it throughout your marketing channels. In particular, teasers can sky-rocket your email click-through-rates, as people will be compelled to click to find out what happens.

When creating your content, bear in mind what call to action you require. The message should have purpose, which builds towards a decision. Make it obvious what to do next and drive people there.

Finally, if people don't bite on your call to action straight away, give them other options. Link to other relevant content and keep the discovery going. This will increase the chances of making a conversion by further building levels of trust and emotional buy in.

So in the spirit of call-to-actions, how about some ideas on how to tell your own story?



Click the lightbulb to get in touch for some free creative inspiration!

Hungry for More?

Are you ready to truly get down to the nitty gritty and start creating your own super-engaging stuff? Then take a peek at the 'Creative Communications Workbook'- this contains a full series of logical steps and techniques that enable anyone to generate and shape awe-inspiring messages.



About Creative Encounters

Simon Jack set-up Creative Encounters to help people free their minds and completely jazz-up the way they work and communicate. Fueled by a desire to be different and armed with the knowledge of what really works, it's a whole mixed creative bag of:



- copywriting
- storytelling
- visual communication
- animation
- creativity training
- business innovation

People always remember their encounter with creativity!

