

SEVEN DEADLY CLICHES

BY RYAN PATRICK

#1 MENTION THIS AD

“**Mention This Ad**” is a verbal coupon that rarely works. Sure, some people will say anything to save a few cents. But **if you measure success by the number of customers that mention the ad**, prepare to be disappointed. Leave the coupons to the newspaper.

#2 ATTENTION!

Stop screaming. If you want your customer’s attention, **tell her what she wants to hear**. Speak to the desire of her heart. **Answer her questions**. Explain how your product or service can fix/manage/overcome the problem she’s facing. **Then, you will have her FULL attention**.

#3 CONVENIENTLY LOCATED

Guess what? **Unless you’re next door to wherever I am**, your location is not convenient. Don’t promise “conveniently located”. **Just tell me where you are**. I’ll decide if it’s convenient.

#4 FRIENDLY KNOWLEDGEABLE STAFF

You can’t always control your employees’ mood or mental capacity. Don’t set your team up for failure by making promises they may not be able to keep. If an employee is having a bad day, he might not be very friendly and/or knowledgeable. And if your customer can’t believe “friendly, knowledgeable staff,” **she won’t believe anything else you say, either**.

#5 LIMITED TIME

Deadlines elicit response. Specifics are stronger than generalities.

For a limited time = “*I can put it off.*”

Sale ends at 8 o’clock tonight = “*Hurry up! Let’s go!*”

#6 LOWEST PRICE

You claim to offer the lowest price? Funny, your competition says the same thing.

One of you is lying.

So, if you want me to believe you really charge less, prove it. **Show me the price**.

#7 FOR ALL YOUR (BLANK) NEEDS

The worst cliché of them all. **An overused, underwhelming, empty promise**. It fails to convey the unique essence of your business. It can’t convince consumers to buy from you. It serves as the poster child for bad marketing terms.

Congratulations. You have a marketing slogan that says absolutely nothing.

Is that what your business “needs”?