

# Five ways to make sure your messages convert better by making you stand out from the crowd

Most people accept that it makes sense to be different to competitors but then go on to describe themselves in a very similar way to the competition.

To help make sure you don't end up with a 'me-too' proposition in your messaging, both on and offline, we've put together five simple tips to follow.

## Tip #1 Make sure you pass the 'So What' Test

*AKA 'Make sure what you say is NOT about you, BUT IS all about the value you deliver to customers'*

The reality is that customers really don't care how many people you employ or what kind of offices you have – these are hygiene factors that may be used to decide from a short-list of suppliers. They are much more interested in whether you can give them what they want. If they can't see that quickly they will move on to the next supplier.

First Direct is the UK's most recommendable and recommended bank not because it is the biggest or the oldest or the most profitable but because it gives people what they want from a bank – to be able to do their banking any time of the day and night with the help of real, friendly people if they need it.

**first direct**  
The unexpected bank

**So look at what you say on your website and ask yourself: could a customer say 'so what'? If the answer is yes you need to change it to something that at the very least would make them say:**

**'How do you do that'? or 'tell me more!'**

## Tip #2 Make sure you pass the 'CUD' Test

*Check how you describe your business and see if it passes the CUD test.*

- 1. Is it Compelling?** If customers can't see something they want – that satisfies a need – then they won't buy.
- 2. Is it Unique?** If there isn't a clear reason about why your way of giving them what they want is different or better – then they won't buy from you.
- 3. Is it Defendable?** If you describe your advantages over the competition, can you defend them or are they really easy to copy? This is the hardest test to meet and it will make you focus on the way you satisfy what they want and the people you employ to do it. These will be much harder to copy.

**So check out if you make your difference shine through or whether you're just like any other company in your sector.**



## Tip #3 Make sure you can pass the 'Reality Test'

If you promise an experience that looks like this ....



But when they interact with you it looks like this....



Then everything you've spent to create that interest will be wasted.

**So make sure you ONLY attract the people who will want to buy what you've got to sell. There's no point attracting people who expect something else.**

## Tip #4 Make sure you can pass the 'Implicit v Explicit' Test

*AKA 'Don't make people work too hard to discover your value'*

Too often people provide a lot of information about their business without actually explaining what this really means to the customer. We call this being Implicit rather than Explicit.

### Here's an example...

MAZARS at a glance: 17000 professionals, 77 countries . We are an international, integrated, transparent and independent organisation. Globally we specialise in AUDIT, ACCOUNTANCY, TAX, LEGAL AND ADVISORY SERVICES.

This sounds impressive but it doesn't actually say what that means to a customer. The value is Implicit - customers have to read between the lines.

### It could say....

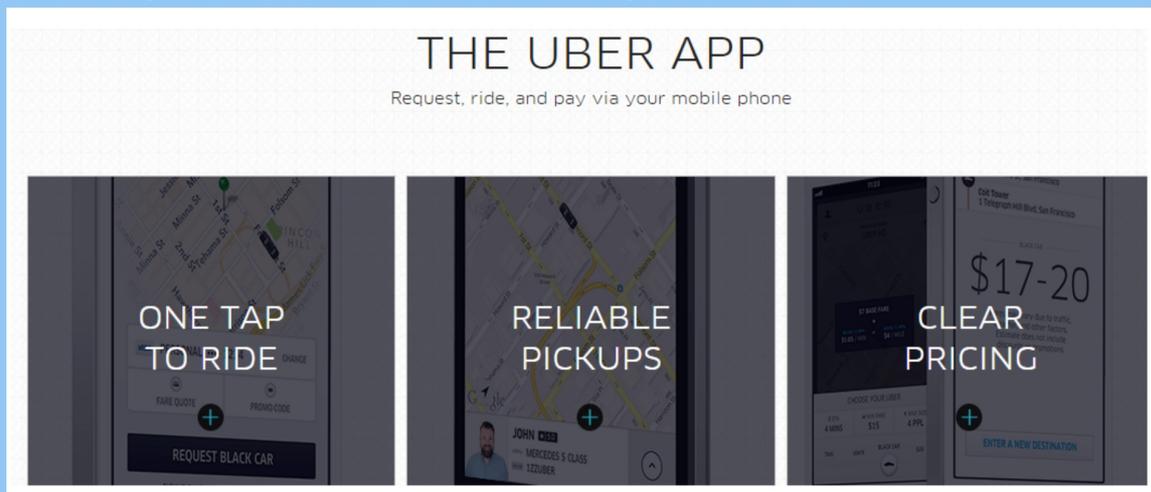
We help companies grow by providing the financial insight to mitigate risks and capitalize on opportunities at both a local and global level.

**So look hard at what you say through the eyes of a customer and say it in a way that means something to them.**

## Tip #5 Make sure you can pass the 'Short Attention Span' Test

*AKA 'Think Uber not Tolstoy'*

In today's time-poor, smartphone-centric world, people want to find what they are looking for very quickly without reading War and Peace.



**So check out how you present your story online and cut the words, add good pictures, bring it to life with video and make it mobile friendly and scrollable.**

If you would like to discuss how to increase your conversions by making your messages more compelling and relevant, please contact Crispin Manners or Todd Lynch:

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