

Ten Simple & Effective Business Tips

1) Here's How to Get Anyone's Attention

How to get people to pay attention to you at a cocktail party?
or open emails? or stand up to give a speech?

People are distracted, thinking of other stuff.
People don't pay attention until you..

Start talking about a problem..

Our minds are wired, problem – solution
Many times we just say here's our solution,
but we don't define the problem

If you sell scooters, you don't mention
how cool they are, etc
You say no one likes to be stuck in traffic
I sell scooters.. and now it makes more sense

If you are an at home chef and are asked.. What do you do?
You say...

“You know how people are just too busy
to cook healthy meals these days
and eat together as a family anymore?
I'm an at home chef”

**** EVERYTHING YOU SELL IS MEDICINE**

Because if it's not solving a problem.. no one wants it
and they won't listen to you until you define it.

So, remember.. define the problem 1st

2) How to Write A Killer Tagline

How to create a good tagline?
That line below the header?

A good tagline will make you money.
If you try to get too sophisticated or try something that makes you look smart or clever, it won't work. Why? It's too confusing.

One company is called Local Honey
I would think it's about a company selling honey, maybe they even have a bee farm..
But their tagline is 'we do hair'

And that was smart.. Now I get it.
The tagline is clear and that's what makes money.

Now if your company name is obvious like Joe's Plumbing instead of saying 'we do plumbing' you can say 'we're always on time' because that's important to customers waiting for plumbers to show up. And that separates you from your competition. You become known as reliable.

** Clarity Wins The Day

Your tagline should clearly say how you service customers.

3) One Surefire Way to Boost Focus at Work

How to increase focus with your team?
Lack of focus is costing businesses thousands and thousands.

If a team member isn't thinking about how to save the company money or how to make the company money, they are being unproductive as what they're focused on isn't helping.
And the bottom line is the company isn't moving forward.

Have your team members write down 3 things they will be focused on this week and turn it in. The very act will help focus the team and you can edit their lists so everyone is on the same page. Do this every week.

Recognize your team..
Take time to read them and acknowledge everyone while offering any edits or suggestions and you'll see the company moving forward again.

4) How to Write Emails That People Actually Open

How do you actually get more people to open and read your emails?

We all scan our emails and delete, delete, delete..
Why? The subject line is too vague..
Here are two simple tips..

1) Tell me 'what's in it for me?'

If you're having a 40% off sale, then say that.
Don't say... It's that time of year again
Don't say... Concerts are fun.. tell me Taylor Swift is coming.

2) Open a loop

That means there is a question in my head that I want the answer to.
ex - 'the one thing every employee hates in a boss'
that will get opens because we want to know the answer.

Go back and look at the last 10 emails you've sent.
Did you either tell them what's in it for them or
did you open a story loop?

If not, that needs to be improved and you can start now.
You will get a lot more people opening and reading
and buying if you do.

5) The Most Important Job of a Leader

What is the main job of a leader?
They have a lot of stuff to do as they
are taking responsibility for the entire organization.

The one most important thing is to repeat the vision
over and over. Everyone is wondering where are we headed?

If you tell them, it lets them know what direction you're going,
why it matters and gives the team unity. They can feel
their job is an important part of the journey.

Reduce your vision to a simple sound bite that people
can memorize and understand. It's your job to repeat
that over and over.

It's not good enough if you use fancy jargon or just
put it in a brochure. You need to open every meeting
with it, whether you're there or not. Instruct your staff
to open with the vision statement of the company.

It unifies your team, provides mental health
and will solve lots of inner problems. People

will show up on time as they like their leader
because he/she is clear... 'we are going here'

Write down your vision statement for the company
and work at getting the word out.

6) How to Write an “About Us” Page That Makes Money

Nobody wants to hear about you in the 'about us' section.
I know it sounds counterintuitive.. but what they are interested in is
How are you going to work for me?

Don't tell them your grandpa started the biz.. blah blah
Tell them you love lawns and how everybody should have one
that's lush, beautiful and green and looks great.
Tell them that is what gets you up and motivated each morning.

** When I make the about us page about you, it makes
you want to do business with me.

It's ok to tell them you went to school
but tell them how you went there to solve this problem.

Sprinkle some 'customer spice'
Get your company customer-centric vs you-centric
and they will fall in love with you. Why?
Because they're all hurting and looking for help.

We are looking for someone who's story is about solving our problem.

7) Why Your Website Isn't Working

You need a header to grab attention like a newspaper.
If I can't figure it out.. chances are I won't read more because
I get bombarded with tons of messages daily
and I don't have the desire or time to spend figuring it out.

You must offer something..
a savings in frustration or a gain of something .. like losing weight.
It must be clear so I know exactly what it is.

Avoid being cute or clever and
don't give them a riddle in your header.
Way too many companies do this.

We like people that are clear.
We enjoy the pleasure of understanding them.

Your header answers the question..
If I do business with you, I get this.
Keep it simple and direct.

8) How to Beat the Competition Without Lowering Prices

How can you charge more for your product?
Especially if you have competition under pricing you?

And you're feeling the pressure to go lower and lower
It kills your profit margin and de-values what you're trying to sell.

The key - Add more value

You can bundle other items if you wish
or you can add emotional value.
Ex - an electric bicycle is expensive, but what if the salesperson said you'll fall in love with exercise all over again? You've just added more value.

The social value is 'you will be seen as the leader of the pack'
In other words, how will my friends see me? With respect.

And on the bigger picture.. you are riding to work and saving the environment
and my friends will respect me and I will love exercise again.
You have just increased the perceived value of that bike..

* What are the emotional, social and philosophical values of your product/service?

9) What All Great Marketing Has in Common

What's the one thing that makes a difference?
It's 'an exercise in memorization'

Try and think back to recent presidential candidates.
Can you remember anything about them?
The ones that stood out repeated their slogan over and over again.

Customers don't always buy the best products or services.
They choose the ones they remember.

Go through your website. What is the central offer on this page that I can reduce to a bumper sticker? Why? They are memorable and people will now be able to tell others about you because they remembered.

* Create a simple, memorable offer

10) You Have Too Many Core Values

Why do so many of your team members don't know your core values?

You may have written down a dozen or so values once and put them in a handbook for new employees.

Guess what? No one knows them.

If you were asked right now to list them, could you?

Or did you forget like most of us?

Key - You can only have 3 core values.

It's too much for the brain to process and remember otherwise.

Create them and make them known so everyone on your team can repeat them.

And once you do, you'll see your team changing and your business will be clearly defined.

Hope these tips help... talk soon,

Dave Skavland
Norcal Ad Agency
415.506.4328

- Thanks to Donald Miller and [StoryBrand](#) for documentation