



Dominate the Web

“Turning your web site
into a power Sales and
Marketing tool.

Perception

Dominate the Web – turning your web site into a power sales and marketing tool.



You are now at:

1. Web Assess
2. Flash Points
3. Perception
4. Fluff Factor
5. K.O.I.L
6. One2One CC



If you're not using a clear and logical system to turn your web site into a Power Sales and Marketing tool to lead your business to “*Dominate the Web*”, then you're simply wasting your time.

Welcome to the “Dominate the Web”[®] (DTW[®]) System. We believe all good things start from good beginnings because it's from those foundations that everything else is based upon. A poorly constructed foundation will give way to any structure you build upon it, no matter how beautiful or how much money you throw at it.

The DTW System is meant to address exactly that, a solid foundation from which you can build upon. The following ebooks are provided free of charge and are intended to be introductory in nature, to get you started on the right foot. We believe that if you follow our system in the clear and logical method presented, you too can attain amazing results with your web site. To take full advantage of the wealth of information contained within the complete system, it is our recommendation that you call us to arrange a free one hour consultation. Further details are provided at the end of this eBook.



So let's begin.

Our third step in the DTW System is called “**Perception**”. In advertising, perception is everything. If what you're selling cannot portray the proper 'image' or 'position' of what your business is all about, then it has failed to do its job.

The matter of perception has many components to it. It is not a simple matter of saying what you want then hoping everyone will believe what it is said. Here are some of the components of perception that we'll quickly look at now:

- ❑ Your internal reality should closely match your external perception.
- ❑ Structure your marketing as you would write an essay.
- ❑ Be as concise as possible.
- ❑ Know your audience.
- ❑ Provide their benefits not your features.

Your internal reality should closely match your external perception.

Let's say you have the best computer systems that are the Mercedes Benz of computers, at very competitive prices typically 5% – 7% below any prices in town, with customer service that is second to none. You're also open 10 hours a day, 7 days a week with friendly, knowledgeable staff that are not pushy. The icing on the cake is that you offer on-site trouble shooting services.

Now let's say, that you take out an ad in the local paper and it says:

“Best computer systems, lowest prices, open long hours, friendly staff”

How do you think such an ad will be perceived by the public? You're right, it has very little effect, if any at all. This is because of several



reasons such as the overuse of generalized ‘fluff words’ (which we’ll discuss further in section title “Fluff Factor”), but it’s also because all your competitors are using the exact same words and phrases. How can you differentiate yourself when your external perception is no different from the rest?

Part of the DTW System is about innovating your business to give yourself an advantage over the competition. When you’ve achieved this, only then can you match your external perception to your internal reality. However even after you’ve innovated and got the best product or service and yet you haven’t matched your internal reality to your external perception, you still have ineffective marketing. So one of your objectives is to take stock of all your strengths and find those things that make your company unique and innovative. You might have to start from scratch if you need to, but the point is that you have to perform this exercise.

Structure your marketing as you would write an essay.

If you’re trying to convince someone that your product or service is the best on the market, or is the most innovative, or unique, you must create a compelling argument.

I don’t know if you can recall the days when you had to write essays in school. Do you remember the format? I do, because I clearly remember my grade 10 teacher showing us a simple template on how to structure the perfect essay. Writing essays seemed to be a daunting task at the time I remember. Some teachers left you in the dark to fend for yourself. But if you don’t know the format, how can you write a proper essay, or rather, make a proper argument?

Well, here’s the format:

1. The introduction:



Here you provide your main argument followed by a brief summary of all your supporting arguments.

2. **Sub argument One** followed by the evidence to support it. Tie back to main argument.
3. **Sub argument Two** followed by the evidence to support it. Tie back to main argument.
4. **Repeat** sub arguments as needed to prove main argument. Three is typically a good number.
5. **Conclusion:**
Summarize all your findings, while tying back all sub arguments to main argument in a synthesized, cohesive manner.

So just like the essay, you too must structure your marketing in such a way as to make it compelling and believable. Not just from a word-smithing standpoint, but also from a structured method that the modern educated person can relate to.

Be as concise as possible and know your audience.

In our previous example about the computer store selling the best systems, we showed you that generalized “fluff words” do nothing for the mind that is in Alpha Mode. This is all the more reason why your material needs to be as specific as possible to buy yourself as much credibility as possible.

It's not good enough to say:

“Best computer systems, lowest prices,
open longer hours, friendly staff”

You have to be specific using words like:

“Our AMD Opteron 64-bit, Dual processor
system beats the G5 in all benchmark tests
While 6.5% below the lowest advertised



competitors price. We're open 10am to 10pm
7 days a week. Our certified and friendly
staff are waiting to help you right now."

Do you see how the latter is more compelling than the first. There are times however when you have to take note of who your audience is. Find out who they are and position your material to 'talk their language'. There are some people who will not respond to "techno-babble" as in the above case, and others who will. Some will respond to lengthy copy while others will not. In particular, those prospects who are already positioned into the Beta Mode, will be more receptive to facts and figures and will consume vast quantities of information to prime themselves for the moment of purchase decision.

Provide their benefits not your features.

One of the last notes on perception is the old saying "*sell them benefits not features*". This is particularly important because people are by nature, always looking out for themselves. People want to know what's in it for them.

The classic mistake is to give people a laundry list of all the wonderful features that your product or service has:

"Our computer systems have 3 USB ports, 2
Firewire, 10/100 network, 40 GB hard-drive
blah blah blah..."

Often time this simply loses your audience. In the above example, particularly to the non-techy folk. One alternative could be:

"Our computers are blazing fast, saving you time
and money. They're reliable as well, being built
on the latest technology, so you won't be
calling for technical support as often, giving
you more time to do the things you bought the
computer to do."



Unfortunately, due to the nature of this introductory eBook, we cannot take you through the entire process here and now. But we hope you got a good sense of what are some of the key elements of finding your marketing message perception position. To find out more, give us a call and we'd be glad to arrange a free one-hour consultation to go into this further.

Listen to what our clients are saying:

“Aspire Web Solutions provided me a wealth of business tools that fit perfectly to my business needs”

-Archana Jaiswal, <http://www.MindOne.ca>

“Excellent...love working with you!”

-Kelly McCormick,
<http://www.McCormickTeam.com>

“Aspire is a very professional company that's well worth the investment.”

-Laura Helsel, Owner
Riverdale Pilates
<http://www.riverdalepilates.com>

Learn more on how to Dominate the Web Now:

<http://www.aspirewebsolutions.ca/services/dominate-the-web.htm>



and don't forget to read our paper...

“

**The five biggest worries buyers face
when finding a Web Services Company,
and how to eliminate them.**

:::pdf

”

<http://www.aspirewebsolutions.ca/the-5-biggest-worries.PDF>

Call 416-516-2390 for your
100% Risk Free 1HR Consultation now.

Yours truly,
Lee Chiang

Principal,

Aspire Web Solutions Inc.
Email: 100percent-Risk-Free@AspireWebSolutions.ca
<http://www.AspireWebSolutions.ca>