

---

# Marketing Masters™ Series

---

## MMS Part 2: Connect on an Emotional Level



Bentsen Breakthrough Consulting

---

*1st Edition*

<b>Connect on an Emotional Level .....</b>	<b>3</b>
What is Your Customer's Lifetime Value? .....	3
Customer Service ≠ Client Service .....	4
Online Emotional Marketing.....	4
Always Make it Personal.....	6

# Connect on an Emotional Level

What if there were a way to immediately separate yourself from the rest of the pack and connect with your clients in a way that no other company would? Instead of price discounting and offering special features and benefits, what if you suddenly became the client's best friend and most trusted advisor? Do you think that you'd have an easier time beating out the competition and keeping your clients as raving fans for life?

## What is Your Customer's Lifetime Value?

Customer Lifetime Value, or CLV, takes into consideration how much a customer is likely to pay you over the course of their lives. It's extremely important that you take this amount into consideration when doing business with anyone. A few questions to ask yourself:

1. What is my customer's average transaction value? You might only sell one product or service and every transaction is \$500. Or you might sell many, some for \$50 and some for \$2,000, but when you average it out, it might come to about \$500. Calculate the average transaction value a customer spends every time they hire or purchase something from you.
2. How many times per year on average does the customer purchase? Some people might buy every month, or some might buy once every two years. What, on average, is the frequency at which your average customer buys? Let's pretend, for this sample, that your average customer buys once every other year.
3. How many years is the customer likely to continue buying from you? Again, taking an average customer, about how many years do you expect them to continue buying from you over the course of their lives? Let's pretend for this example they will continue buying for about 30 years.



If we take those numbers and multiply them out, you can see that your average customer has a lifetime value of  $\$500 \times 0.5 \text{ times per year} \times 30 \text{ years} = \$7,500$ . Would you treat each client different if you knew they were worth \$7,500? That's a much different mindset than just looking at them as though they're worth the \$500 they're paying right now.

## Customer Service ≠ Client Service

Notice in the title above this section how we used the word *customer* and then *client*. The word *client* has much different implication than *customer*.

According to the dictionary, the word “customer” is defined as, “a person or organization that buys goods or services from a store or business.”

The word “client,” on the other hand, is defined as, “one who is under the care, guidance, or protection of another.”

You should never use the word “customer” to describe people who purchase from you. Using the word “client” instead will ensure you pay more attention to and give more personalized service to everyone who does business with you. This increased level of commitment and



care is what makes the difference between having clients who look at you as just another commodity or clients who look at you as their best friend and most trusted advisor.

Now if we take this a step further, we come to the title of this section, which compares *Customer Service* to *Client Service*. Whenever dealing with client complaints or issues, you should feel it's your obligation to go above and beyond to rectify the situation and do

your absolute best to give them as much as you can.

In many cases, solving a problem for a client successfully and showing you truly care and will do whatever it takes to make it right will do more for a client's perception of you than if you had just done the job right in the first place. It gives the client a deeper understanding of who you are as a person to see how much you're willing to do to solve their problem.

## Online Emotional Marketing

It's great to connect with clients in a powerful, emotional way when you're on the phone or with them in person, but how do you do that when they're just browsing your website and you haven't even spoken to them yet? Is it even possible?

Luckily, the answer is a resounding YES.

You can use both text and visuals to connect with clients emotionally. Text should always be written in the first person and should be written from the customer's perspective. This means you shouldn't just talk about yourself and the features of your product/service, but rather talk about the benefits the client will receive and why they're going to change his/her life.

In addition to text, you must *absolutely* use visuals. Images are processed 60,000x faster in the brain than text — this is why they say a picture is worth 1,000 words. When reading through the content in this PDF, did you look at the photos quickly, understand immediately what it they were about, and then move on to slowly read through the text? If so, you're not alone. We almost always look at photos first, and if they have a human face, we are more than twice as likely to remember the photo. If the human face has a strong, genuine emotion (no fake smiles!), we are even more likely to remember it because it will generate an emotional reaction within our body.

If you really want to connect instantly with your prospects, there is no better way than using a high quality headshots of yourself and your team on your "About Us" page and even your home page. Make sure everyone has a genuine, approachable expression on their face and they're looking directly into the camera.

Take a look at the two images below. Which is more powerful and makes you feel more of an emotion?



The more smiling photos you have of yourself and your team on your website, the more connected your clients will feel when they browse through, and the more comfortable they'll be reaching out to get in touch. Think about it... would you want to do business with some faceless corporation?



## Always Make it Personal

Once people actually reach out or make an attempt to communicate with you, it's your moral obligation as a business owner to respond to them quickly and give them the best possible information, tailored to them.

Did you know that almost 90% of social media messages from clients go unanswered by companies online? And these same companies typically spend four times as long creating new posts as they do responding to customer messages.

This lack of personal communication with clients creates a sense of disconnect and leads people to feel like the company doesn't really care about them. Eventually, the client switches brands because there was never any reason to feel a sense of loyalty.

In addition to responding to clients quickly and personally, you must also be genuine and listen carefully. Finding out how you can best serve the client and always striving to update your policies so you can give clients continuously better service is the mark of a company bound for success. When policies change due to a client complaint, the client feels heard and appreciated, and will likely become a loyal fan for life.

There is a saying that goes: "If you want to be respected, respect. If you want to be interesting, be interested. If you want to be loved, love." Treat your clients with respect, interest, and love, and they'll do the same to you.

Hopefully this information has been helpful! If you have questions or need more information, please feel free to reach out to me directly at [martin@cityheadshots.com](mailto:martin@cityheadshots.com).

