

“We Believe”

Marketing Cheat-Sheet

**A Step-by-Step Guide to
Creating Powerful
Business Belief Statements**

Neighborhood Marketing Systems



**“My Next 100 Customers” - Marketing Systems for Small Business
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The “WE BELIEVE” marketing methodology is an extremely powerful way to communicate the value of what you do to your customers and prospects so they are inspired to buy - and buy more often.

This “Marketing Cheat-Sheet” gives you a few sample “We Believe” statements from several industries you have a clear understanding of how this can work and how different everyone’s can be. Then there is a simple fill-in-the-blanks exercise to help you get started on your own.

Let’s start with marketing BELIEFS from the Solar Marketing Guys:

We believe you don’t have to struggle to fill your sales funnel

We believe that customer focused marketing makes you strong

We believe marketing your business can be easy, personable and effective

We believe happy customers, can provide a fresh stream of leads for months

We believe in straight talk and real marketing

Here’s a look at what LUSH Cosmetics BELIEVES:

We believe in happy people making happy soap, putting our faces on our products and making our mums proud.

We believe in long candlelit baths, sharing showers, massage, filling the world with perfume and the right to make mistakes, lose everything and start again.

We believe our products are good value, that we should make a profit and that the customer is always right.

We believe that all people should enjoy freedom of movement across the world.

*We also believe words like “fresh” and “organic” have an honest meaning beyond marketing.

The creative folks at the American Small Business Institute BELIEVE in learning:

We believe knowledge is freedom.

We believe an expert can teach you, in less than a day – more than you can learn in 4 years of college.

We believe traditional wisdom is often more tradition than wisdom.

We believe in streaming video.

A man who helps stroke victims learn to speak again, BELIEVES this:

We believe that most people with aphasia can learn to speak again.

We believe there’s hope and success after the insurance monies run out.

We believe people are better speech teachers than computers or flash cards.

We believe that speech is best stimulated and learned, on a daily basis, in your home, even if you are also seeing a speech therapist.

Here's a simple exercise to help you explore your own BELIEF Statements. Start with the end in mind; whatever you sell or do provides something to your customers. The benefit is likely at least two fold; the hair salon provides hair cuts ... and their clients get a sense of confidence, perhaps a sense of self worth.

Belief statements are all about the customer; what they get, how they feel, the transformation they experience in their lives. Make a list of all the good stuff you do for your customers, all the good results they experience and how their lives are improved or enhanced because of that.

Start by filling in some blanks;

We do this _____, so our customers GET this _____ and feel this _____.

“We sell alarm systems, so our customers get a reliable home security system and they feel safe with their children in the middle of the night.”

“We serve wholesome, nutritious, organic food, so our customers can come in and have a meal or take one home so they feel healthier and happier”

Always keep your focus on the customer - they care about what you do for them, not how well you talk about yourself.

We DO/SELL this _____,

so our customers GET this _____

and FEEL this _____.

Take this for a test drive and do as many as you can. Maybe the words look different for you, play around with them until it feels right. The more you talk about your customers to your prospects, the louder they hear you.

I'm happy to help, let's have a phone call (or video chat) - in 15 or 20 minutes, I'll help you uncover 2 or 3 Belief Statements about your business and show you how to easily integrate them into your business so more prospects discover you and then become customers.

Email - let's talk! mike@SocialJumpstart.com