

Laura 00:00

Today I'm going to debunk a myth that's been floating around for way too long. It's this idea that if you create something valuable, be it a service, a product or an initiative, your audience will somehow discover it on their own and beat a path to your door. Unfortunately, that's just not how it works. Especially not in the fast paced, saturated marketplaces, we find ourselves in today as business owners and CEOs. In my consulting work, I've been privileged to help social change companies, educational institutions, and nonprofits revolutionize their marketing and recruitment strategies. And here's what I've learned. It's never about throwing a message out into the void and hoping it sticks. It's all about the ask. The ask around a strategy that's proactive, intentional, and most importantly, effective. So, buckle up, because we're about to dive deep into what that ask really means. And why build it and they will come is a dangerous fallacy and how you can employ these strategies to make a real impact in your organization and the world. Stay tuned.

Laura 01:19

Common misconception: if something is free, cheap, subsidized, or made with a lot of heart, it's a no brainer, right? People will just jump on it, because why wouldn't they? It's a great service. But let's pause and reconsider that for a moment. The truth is, the price or the goodness of your offer is rarely the primary determinant and a person's decision to say yes, I know this is a little counter intuitive. You think that the reducing the price barrier would naturally result in more uptake. But in reality, things are a bit more complex, according to a study by the economic journal price is not the main deciding factor for 80% of consumers when purchasing a product or service. Yeah, you heard that right. 80%, it's not so much about the price tag or even how heartwarmingly good the services, it's about value perception. It's about trust. And it's about the right message reaching the right people at the right time. And this, my friends, is where direct response marketing or the ask comes into play. It's a strategy that does not rely on the build it and they will come philosophy. Instead, it actively reaches out engages and builds that trust and value perception, turning potential interest into actual measurable action. So, you might be thinking, all right, if the price isn't the key, what is? Well, you're about to dive into some of the best kept secrets in our industry, the insider knowledge that transforms nice ideas into real tangible results. These are the strategies that the most successful organizations use to inspire action and create long lasting impact. This is not your run of the mill marketing talk. This is about getting to the heart of what motivates people and how to genuinely connect with them. So, stay with me, because in the next few minutes, I'm going to reveal the keys to making a real difference with your marketing. But first, an example from my work with a recent nonprofit organization.

Laura 03:38

Kids to Leaders is an Atlanta, Georgia based organization that is committed to ending generational incarceration. They provide stability, opportunity and a Christian community for

children of inmates to break the cycle of incarceration. When they came to me late last year, they were struggling with enrollment actually getting people to commit to their families, their children to attend a one-week camp that initiates that cycle breaking process. The camp had been in existence for about 25 years, and always hovered around a relatively small number compared to the 200,000 children in Georgia that are impacted by parental incarceration. They knew they could help more people. They had a fantastic product and a fantastic service with the week-long camp and then about 10 years of mentorship that took place after the camp ended. This mentorship was getting kids into high level internships, colleges, making sure they're attending the right High School. So very powerful work.

Laura 04:51

Why the small numbers? Because the build it and they will come philosophy is challenging when you're up against some of the trauma and the busyness that the parents have endured who are caring for a child with an incarcerated parent, they may be struggling with no spousal support, little to no grandparents support, or it may be a grandparent raising a child unexpectedly, with lots of struggles in the day to day. These people who are making the decision to send their children to a camp like this are overwhelmed, overworked, and extremely concerned for their child's safety. When we identified some of the pain points of their ideal customer avatar, what we did is we realized that the marketing and the way that we were going about lead generation for the camp needed a huge shift. In completely revamping their enrollment system, and keeping in mind, this is a free camp. So pricing was not a factor in the changes that we made, we increased their camp enrollment by 600%, in eight months.

Laura 06:07

This is exactly what happens when we believe we build it, it's a great product and people will come. Fortunately, the executive director of this nonprofit knew that enrollment was their number one priority. They were well funded, they had strong fundraising behind them. They had lots of community support, but not enough enrollment compared to the addressable market, the amount of people that they knew they could help. Maybe this is something that you're noticing in your own organization, that there's way more people that you know, that you can serve that you can help, then you have coming in the door. And let's think about this way in relation to throwing a party, you've got the best food, the perfect playlist, a stunning venue, but you've forgotten one key element, the invitations. So, you've built this incredible product or service or this incredible event in this example. But you've forgotten to tell people about it, or worse, you've told the wrong people in the wrong way. So, the night that the event rolls around, you're left with empty seats and uneaten food. So, this is exactly what happens when we believe that build it and they will come. Just like with our imaginary party, it's not enough to have a fantastic product or service if the right people don't know about it, or don't understand its value to them. So, then the question is, how do we get the right guests to our party? How do

we connect with people who will value and benefit from what we're offering? That question is where direct response marketing steps in.

Laura 07:49

When it comes to direct response marketing, it's not as simple as sending out a mass invitation. It's about crafting the right message to the right person at the right time. And here's how we do it. The first is understanding your audience deeply, and most importantly, understanding why they might not want what you're offering. Now, this might seem counterintuitive, as marketers or business owners, we usually focus on the reasons why people would want our product or service. But understanding the resistance is equally important. Let's go back to our party metaphor. Let's think about your favorite kind of party. Maybe it's a quiet dinner party with close friends, or perhaps it's a large festive gathering with music and dancing. Now imagine you receive an invitation to a party, that's the opposite of what you enjoy. Even if it's free, even if it's conveniently located, you're probably not going to be that thrilled about going right. It's the same with a product or service, you can have the most incredible offer. But if it doesn't resonate with your audience, if it doesn't meet their needs or desires, they're not going to engage, they're not going to, quote come to the party. So your task is to understand your audience inside and out. What are their needs, their desires, their challenges, what keeps them up at night? And then you need to brainstorm why they might not want what you have to offer. Are there misconceptions about your product? Is there a lack of understanding about what you do? Identifying these roadblocks is the first step to overcoming them. It's about crafting your messaging to not only highlight the benefits and value of your offer, but to address any potential resistance head on. This approach is what allows you to connect with your audience on a deeper level and ultimately leads to higher engagement and conversions.

Laura 09:43

Now moving on to the second way to overcome build it and they will come I want to talk to you about objections. Now that we've done the work of understanding our audience and we've identified potential roadblocks. It's time to address these objections in your messaging. And this is crucial especially when you're dealing with people who don't know you at all. So let's continue with our party metaphor, if you're the host, and you've discovered that some of your guests might be hesitant to attend, because they don't know anybody else, or they're worried about the dress code, what would you do? You'd probably reassure them, right? You tell them who else is attending, or you clarify the dress code. In other words, you'd address their objection, before they even had a chance to decline the invitation. The same principle applies to your marketing strategy. Your messaging should not only highlight the benefits of your offer, but preemptively tackle the key objections that your potential customers might have. And this isn't something you just do once this messaging should be sprinkled throughout your customers journey from the first point of contact to the final conversion point.

Laura 10:49

Why is this particularly important for people who don't know you yet, or what I'll call cold traffic leads? Because those individuals who don't know your brand or product yet might be more skeptical, have more questions, or simply need more convincing. By proactively addressing their objections in your messaging, you're building trust, eliminating doubts, and paving the way for a smoother customer journey. And finally, let's dive into our third key takeaway. Make it easy for your customers to say, yes, you've got a deep understanding of your audience, you're addressing their concerns and your messaging. Now, it's time to remove all friction and make the path to yes, as smooth as possible. So let's return to our party metaphor one last time, you've sent out the invitations, addressed any concerns about the dress code and let everyone know who's coming. But if your guests don't know the location, or if it's hard to get there, or they might not come after all. Similarly, your potential customers might love your product or service. But if the process of purchasing or signing up is complicated or confusing, they're likely to abandon the process midway. So how do you remove this friction? Start by taking a hard look at your customer journey? Where might potential customers get stuck? Is your website easy to navigate? Are they able to ask questions easily? Is the checkout process or the enrollment process or application process very straightforward? Or do they have to click a bunch of times in order to get the information they need? One of the first things I do when I start with an organization is to make sure every step is as simple as possible. That might mean streamlining your checkout process, offering multiple payment options providing clear and concise information, or having a responsive customer service team ready to answer questions. This is also a place where AI comes in very handy. Remember, convenience is king in the today's fast paced world. So the easier you make it for your customers to say yes, the more likely they are to do so. By removing friction, you're not only increasing conversions, but enhancing your customers experience, which can lead to greater customer loyalty and more positive word of mouth for your brand.

Laura 13:18

All right, so as we wrap up our discussion today, I want to leave you with a promise, a big exciting promise that I genuinely believe in and I've seen time and time again. The more that you are able to understand your audience address their concerns and make it easy for them to say yes, the more you'll see growth in your organization. But that's not even the best part. By applying these principles and really dialing in your marketing efforts. You're not only expanding your impact, helping more people and driving more conversions. You're actually making your life and your team's life way easier. Why? Imagine not having to scramble to fill your programs, not having to work ridiculously long hours trying to convince people to join, not having to stress about whether or not you've hit your targets. When you take the time to understand your audience, overcome objections and remove friction, you reduce the hard sell. Your programs

and offers will start to sell themselves because you've aligned your marketing so closely with your audience's needs and desires.

Laura 14:28

This isn't just about making more money or reaching more people. This is about creating an environment where your team isn't always under pressure, where they can thrive and where they can focus on doing what they do best, serving your customers and making a difference. So take these insights, apply them in your organization and witness the transformation. The degree to which you solve this in your organization is the degree to which you will not only expand your impact, but reduce the effort it takes to get people into your program. That is the power of effective, intentional and ethical marketing. It's not good just good for your organization, your customers, it's good for your team as well. So as we conclude today's episode, I hope you're leaving with some valuable insights and tangible steps that you can take to transform your marketing approach. We've delved into the depths of if you build it well, they come myth and expose the truth that successful marketing requires so much more than just creating a great product or service. And remember, you don't have to navigate all of this alone.

Laura 15:35

At my company Joybrand Creative. We specialize in direct response marketing for social change companies, both for profit and nonprofit. We've seen firsthand how transforming marketing and recruitment strategies can lead to incredible results. We're passionate about helping you understand your audience, overcome objections, and remove friction, so you can expand your impact without increasing your workload. So, if this sounds like something that you or your organization would enjoy, just visit our website at www.joybrandcreative.com. Explore the services we offer and get a feel for the work we do. And if you're ready to take your marketing strategy to the next level, reach out to me, we would be thrilled to partner with you on this journey. Remember that effective, intentional, and ethical marketing doesn't just increase your bottom line. It improves your work environment reduces stress and allows you to have a greater impact. It's a truly win win situation and we're here to help you achieve it. Thank you so much for joining me today. And I'll look forward to continuing this conversation and helping you expand your mission. Until next time, keep pushing forward and making a difference in the world. I'll see you soon.