



## ARID GROUP TRAINING

### Ten easy steps to grab your clients and hold on to them

#### Why you should invest a day with ARID

In ARID's client survey you told us that 'writing effectively for the target audience' is one of the key skills needed in your role. In fact, 83.8% of our clients told us this. Yet how many of us really do this well? And how do we know? What really grabs people's attention? How can we make sure we stand out from the crowd? How can we measure our effectiveness? So many questions...

#### The 8 second survey

- Are you concerned that your message is not getting through?
- Do you need new techniques to get your clients to open the letters you send?
- Are you worried that you may not be breaking through the information clutter that your clients are facing?

If you've ticked just one of the boxes above, ARID can help you!

#### How?

In just one day we'll work with you to help you to:

- Better analyse, understand & connect with your clients
- Write & package your message to make sure it gets read
- Provide extra value that others won't bother to
- Make your project (even more) interesting to your clients & potential clients- true!

AND...do this in a cost-effective manner



#### **WARNING! We're talking reality here...**

When we say *real life* – we mean it. This program is based on the principles we've used to attract, involve and retain the interest of clients across a number of sectors. You'll be getting a proper expose on what works, what doesn't and the response rates that you can expect. This is real world & practical. Not something from a big, mega-budget PR company nor from a uni lecturer using purely theoretical models! (Yes that's a low-blow, but that is reality – our livelihood depends on it).

So what does this...

...mean for you? Read on..

## The detail

Sure this sounds good...but what are we really going to do? Okay, enough hype! Here's what we'll cover – all using *real life* examples.

### Analyse, understand & connect with customers

- Develop a profile of the people you're dealing with
- Understand their concerns, wants and needs
- Build your message based on this

### Unique Selling Point

- What's so special about you? Why should your clients listen to you?

### Structuring your message

- How to structure your letter, article, flier, ad or newsletter so that people read it
- Understand readership paths and how to take advantage of them
- Using strong headlines *vs* wasting your time, money & effort on a dud letter
- Find out why grammar "ain't always the No.1 priority!"

### Getting your letter opened

- How to use your envelope as a key to getting your letter opened

### Making sure people respond

- Highlight the value of your program to your target audience
- Show why it should be the obvious choice
- Overcome objections

### Building a profile & tools

- A heap of tools & techniques to create and maintain a strong profile – that can be cheap & simple to use

### Creating interest

- How to create interest in the world's dullest topics

### Reigniting clients

- Five things to follow up on with past clients to regain their involvement

Importantly, the program will also include the ARID 'hot seat' session – where you get in the spotlight to have all your questions answered – on the spot!



**PS** - there'll be some work required by you prior to the program to get the most out of it.

**PPS** – expect a highly interactive program

**PPPS** – I've shown 10 tools & techniques right here –I'll show you how to use them too!

### ACT NOW!

Contact Andrew Huffer (0429) 470 285 or [Andrew@arid.com.au](mailto:Andrew@arid.com.au) to register. Places are *strictly limited*. Early registrants will be eligible for over \$348.00 worth of bonuses!

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