

Phillips MediaSource WhitePaper

The First Rule of Branding - Quit Talking to Yourself

The customer-centric environment has altered the way you should approach branding your business or organization. It's no longer what your brand says about itself, rather it's about what your customer is searching for – a solution to their problem.

When they're reading, most people are trying to solve a problem. So you want to make them feel safe. They need to trust both you and your product or service. They need to have confidence you'll deliver. They need to believe they'll get results. They need a positive message meant to help them solve their problem.

It really is simple when you think about it. Brands need to quit talking to themselves and start solving problems for their customers. Put readers in a mood to accept your solution with words that trigger safety in their minds. From there, human instinct will do the rest.

We've all seen lists of words to avoid because they are overused and ineffective as a result. Well, here's a list of words you should use to make your customers feel safe in their decision to do business with you.

Jon Morrow, CEO of Boost Blog Traffic, LLC, assembled a proven list of safety words that work:

Anonymous	No Strings Attached
Authentic	Official
Backed	Privacy
Best-selling	Protected
Cancel Anytime	Proven
Certified	Recession-proof
Endorsed	Refund

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(Safety words, continued)

Guaranteed

Research

Ironclad

Results

Lifetime

Secure

Money Back

Tested

No Obligation

Try Before You Buy

No Questions Asked

Verify

No Risk

Unconditional

Let's talk.

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