

## COMMON TYPES OF CUSTOMER MESSAGES

- We solve a problem – this problem bothers you
- We are better than the competition – you will be better off with us
- We are a better value – don't waste your money elsewhere
- We are lower priced – you spend less here
- We are discounting – you get our best prices
- We have developed something new – you need something new
- We have made an improvement – your life will be better
- We are trustworthy – you can be confident in us
- We have a time-based special – you don't want to miss out
- We appreciate you / thank you – you will feel appreciated
- We want your referrals – you want to tell people about good things
- We make your life easier – you want an easier life
- We make you more money – you want more money
- We make you more popular / admired – you want to be more popular
- We make you like yourself more – you want to like yourself
- We help you avoid pain – you have pain you wish to get rid of
- We help reduce your stress – you have a rough life and deserve better
- We are making it easy to trial our product – you have nothing to lose
- We offer great guarantees / warranties – you won't be disappointed
- We are your friends – you want to associate with us
- We are interested in the same things you are – you really like us
- We want to build a relationship with you – you want to know us
- We are fun, unique, and interesting – you will enjoy our interactions
- We give you peace of mind – you crave this