

BEST PRACTICES / the rule of seven

The Rule of Seven is a fairly common concept in marketing. Before making a sale, you'll need to contact a prospective client seven times.



Does that mean you can send 7 emails or call 7 times and you'll start signing paperwork? No. Does that mean you will need to contact your friend's great aunt whom you've met twice, FIVE more times? No, and thank goodness because I can't take any more fruitcake! The person who receives 7 random calls or emails simply doesn't know you, trust you, and probably after being bombarded, like you. On the other end of this spectrum, your friend's great aunt already wants you to be part of the family and would buy anything from you. Then why is this rule such common knowledge you ask? The common denominator here is trust. You must gain your prospective clients' trust for them to move forward with you. Let's start with your friend's great aunt. Why does she already trust you? Simple, she trusts her great niece, who trusts you. Unfortunately, all your friends' great aunts won't build you a successful business.

It's much more difficult to gain the trust of anyone in your community. However, big brands do it everyday - think consumer loyalty, but how do they do it? How do they have a mass following and have never physically met most of their clients?

This answer is a bit more complex, but starts simple.
Beautiful marketing.

Consumers see ads everyday for products they don't need, but they pay attention to the beautiful and intriguing ads simply because they are fun to look at. Then, when they need a certain product, they remember the beautiful ads and buy that brand.

Rezora's email platform allows you to do the same. You can quickly create a beautiful, intriguing piece, and send contacts all sorts of information. Slowly, you are gaining their trust, and you will be they come to when they are in the market! The best part is - they'll pass your information to their friends and family!

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