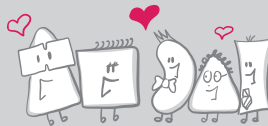


ARE YOU A **ONE NIGHT STAND** BUSINESS ???



How to use dating stages for business success



ANNE WILLIAMSON

YOU CAUGHT MY EYE

Before a date can even happen, you have to find someone to date. With 1 in 5 relationships starting online, there's a high chance that you might find your attraction starts on a dating app.

Finding someone to date is a minefield. Some people are very specific about what they are looking for in a date/relationship, whilst others are more flexible with their criteria.

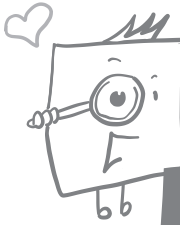
Whether you're in a social setting, or online, the attraction has to be 2 way. Online it may simply be down to your photo, especially if you haven't filled any details on your profile, which can result in a 'swipe left' for rejection from the other person, without you even having the chance to send a message. It is that brutal.



HOW YOU CAUGHT MY EYE APPLIES TO BUSINESS.

The start of your attempts to attract a potential customer's attention happens when they begin searching for what you offer.

Before a customer enters into conversation with you, they have to decide what it is they are looking for, what is important to them and where they are going to start searching.



Think about how you feel when you have someone else's business card or brochure in your hand. What impression have you consciously or subconsciously built about their business at this stage, without communication happening?

Consider how you feel when looking at websites when you are searching to purchase an item. What is it that makes YOU take the next step in either placing the order or making contact with the business?

Also think about what makes you decide NOT to do business with a business, that you have never interacted with before? This is just as important as why you do.

TAKE ACTION

Pick up a leaflet, brochure or a business card you've been given, or visit a website. Analyse how you feel about that company, without interacting with them in any way.

If you use them, grab YOUR own business cards, leaflets or brochures. What images do they convey? Is your brand consistent across all your materials? Do they have the quality feel that reflects your business?

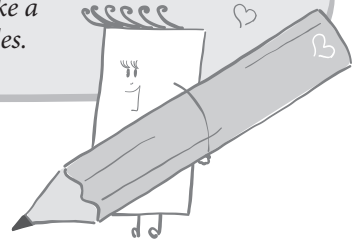
Speak with trusted friends and associates to ask their honest opinion on what first impression they think your business is creating.

Have a browse online and see what impressions you get from a first look at different websites. You will see many websites that have out of date events. If the website has links to the company's social media pages - how does this first impression make you feel about them now? Would this stop you entering into communication? (It would stop me!)

Go and Google the products or services you provide (not your company name) and see what comes up in the search. How does your website compare to your competitors?

Check out your website. Is the information on it up to date? Is it easy for potential customers to make contact with you? Are all the links working? How up to date are the photos? How about your prices/products/services? Do you make it easy for potential customers to do business with you?

Do you check your 'bounce rate' on each page of your website? If the page with a high bounce rate is your home page, then this should ring alarm bells. Why aren't potential customers going further into your website? If it is a registration page, maybe you could reconsider if it's necessary to be asking potential customers to register in order to make a purchase, as it may be losing you sales.

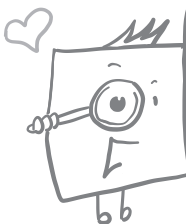


YOU CAUGHT MY EYE – REAL LIFE STORY

How many times have you picked up a leaflet from behind your front door and popped it straight into the recycling bin?


Each week, I get at least one takeaway menu through the door. These menus are costly full colour printed, hand delivered and, in the majority of cases, they are ditched, without ceremony. It's not because I don't eat takeaways, because I do occasionally.

Why do I ditch them? My attraction can wane if the paper is flimsy as it gives me concerns for cost cutting in the kitchen. I picked up one recently that had special offer vouchers on it, where the offer had expired months ago. They may have tempted me with their menu but I would have felt let down that the offers weren't available.



What would you do differently if you thought you were being filmed for a TV programme?

Would you tidy up the front of your shop/offices? Would you answer the phone in a different way? Would the cups and plates you offered a brew in not have chips in them? Would you stop staff eating at desks? Would this be the time to finally finish your website and get active on social media?



YOU CAUGHT MY EYE SUMMARY

Looking at all the ways in which a new customer first 'discovers' your business and making sure the first impression you are making is favourable, can be the difference between starting your relationship or them moving on to one of your competitors.

It would be great if you could find out what people thought of your business cards, brochures, website, shop front and, even better, why they decided to stay with you not go on any further 'dates' after their first impressions. Feedback could really help you understand what made them buy from you... and grow your business as a result.

