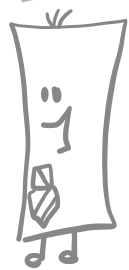
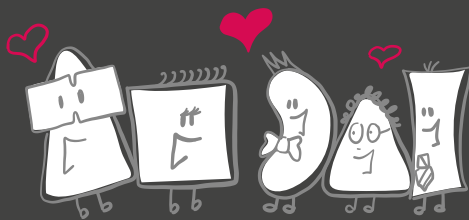




# ARE YOU A ??? **ONE NIGHT STAND** BUSINESS



How the principles of dating can  
help grow your business



ANNE WILLIAMSON

## YOU CAUGHT MY EYE

Before a date can even happen, you have to find someone to date. With 1 in 5 relationships now starting online, there's a high chance that this 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 they want to buy.

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.



## 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 do your images 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 You will see many websites that have out of date events.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 the 'bounce rate' on each page of your website? If you're not used to checking your bounce rate, you could ask your web developer to help you. 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*

## **‘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.

How attractive I find the leaflet determines what I do next. However it isn't ALL about the quality of the print. At this stage, the only way they have of potentially attracting my custom, is through their leaflet.

### How could they improve?

What most takeaway leaflets miss out on, which could help me in my decision making process, is to focus more on:

- Food Hygiene Rating
- A little bit about the takeaway, for instance, background of the chefs, food sourcing, etc.
- What differentiates them from other takeaways purporting to do the same food?
- How easy is it for me to work out how much my order will cost?
- How easy is it for me to place my order?
- Can I pay by card, or do I have to hunt around for cash?
- What do other people think of the food, are there reviews?

Whilst this is a takeaway I am talking about, the improvements could apply to any business. Consider (and even ask) what your customers/potential customers think is important for them to know about your business before they go ahead and order from you.





## YOU CAUGHT MY EYE SUMMARY

*Looking at all the ways in which a new customer first 'discovers' your business and ensuring 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, or worse still didn't go on any further 'dates' after their first impressions.*

*Feedback could really help you understand their buying decision... and grow your business as a result.*

