

the Connector

October 2006

A Newsletter for Members of the Professional Business Women's Association

Vol. 06/Issue 10

networking notes

MONTHLY NETWORKING MEETING

Wednesday, October 4, 2006

Note: This meeting will be the Women in Business Expo!

Holiday Inn, Martinsburg • 5:30pm-7:30pm

MONTHLY NETWORKING BREAKFAST

Wednesday, October 18, 2006 • 8:30 to 9:30 a.m.

Shepherdstown Breakfast networking Meeting
Shepherdstown Sweet Shop
German Street, Shepherdstown
Phone: 304-876-2432.

MONTHLY NETWORKING MEETING

Wednesday, November 1, 2006

The Purple Iris at Hartwood
12 Noon • \$12.00 at the door

MONTHLY NETWORKING BREAKFAST

Wednesday, Nov. 15, 2006 • 8:30 to 9:30 a.m.

Shepherdstown Breakfast networking Meeting
Shepherdstown Sweet Shop
German Street, Shepherdstown
Phone: 304-876-2432.

CONNECTING WITH THE CONNECTOR

To have your news items included in the next issue of The Connector, enclose them in the body of an email or as a Microsoft Word attachment and send by the 20th of each month to: terry@thewritemarket.com

2006 MANAGEMENT COUNCIL

Christina Lundberg

SBDC of Blue Ridge CTC

304-260-4382

clundber@blueridgectc.edu

Joyce Ervin

Coldwell Banker

Premier Properties

304-274-1474

jervin02@adelphia.net

Judith Friend

AIDS Network

304-263-0738

judithatants04@yahoo.com

Tracy Keefer

Kelley Allstate Agency

304-263-4596

tracykeefer@allstate.com

Terry Kent

The Write Market, LLC

304-876-2320

terry@thewritemarket.com



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NEW MEMBER CORNER

Johnna Armstrong
Business Technology Source

Jennie Avey
Spruce Pine Self Storage & R&J Sales

Cathy Brant
Buyers Guide

Connie Burk
Premier Bank

Kimberley Dole
Dole Accounting Services

Katie Ihndris
Monarch CPA Services, LLC

Sarah Metzbower
Wells Fargo Home Mortgage

Ann Parker
180 Skate Shop

Ann Waldeck-Halavick
TimePlus Payroll

Note: Our membership is now 111!

MONTHLY 50/50 RAFFLE

We're continuing to offer our 50/50 raffle. Bring those extra dollars to lunch! At the end of the year, all monies raised will be donated in PBWA's name. (charity still to be determined).

ANNOUNCEMENTS

In 2001, PBWA and the SBDC delivered the state's first Get the Buzz on Biz class in West Virginia for high school students interested in starting a business. One of those students, Lora Asbury has graduated from Shepherd University with a degree in accounting and is working for Nichols DeHaven & Associates CPAs in Charles Town. Lora received

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the firm's Semi-Annual Peer Award because of her dedication and willingness to help.

GREENSBURG BED & BISCUIT EXPANDS

by Marilyn Braithwaite

Elizabeth & John Hostler have just opened a big new, state of the art kennel building at Greensburg Bed & Biscuit to accommodate their expanding market. I will not kennel my dogs anywhere else, and highly recommend the personalized service provided at Greensburg.

They also now provide pet grooming facilities, and have employed a Pet Stylist, Julie Ferguson. I recently had Julie groom my dogs and was very, very pleased with the results. When Julie first met the dogs she spent time getting to know each of them individually and asked questions about them. The dogs received the full "beauty parlor" package, including an oatmeal bath, massage, & clipping. When I picked them up at the end of the day, they looked beautiful and happy. I was very pleased! Prices for the grooming services were very competitive, too.

I would highly recommend Greensburg Bed & Biscuit and all of the many pet services they now offer.

One of the founding members of PBWA, Marilyn is a Broker for RE/Max Success Realty and can be reached at 202 Viking Way • Martinsburg, WV 25401 • 304-596-5500 • f: 304-596-5524 • c: 304-676-7579

Elizabeth Hostler, Owner of Greensburg Bed & Biscuit can be reached at 95 Buttonwood Lane • Martinsburg, WV 25401 • 304-263-4485

THE 4TH ANNUAL WOMEN IN BUSINESS EXPO

by Chris Lundberg

Welcome to the 4th Annual Women in Business Expo. The Expo is the yearly event that allows PBWA members to showcase their businesses and make some sales to the public.

This Expo would not have been possible without the financial support from our gold and silver sponsors. The gold sponsors include: The Neighborhood Welcome, Jodee Arndt; Village Spa at Locust Grove, Meg Hughes; The Write Market, LLC, Terry Kent; Allstate Insurance, Tracy Keefer; Premier Bank, Terin Meade; and the Small Business Development Center (SBDC), Christina Lundberg. The silver sponsors include: Color Me Beautiful, Katina F. Webster; Eden Design, Jen Rolston; Platinum PR, Sandy Sponaugle; AIDS Network, Judith Friend; Jefferson Security Bank, Jayne

Jackson; Tahitian Noni International, Jennifer Foster and Cathy Boggs; and Red Rover Graphics, Jean Radish.

Sponsors provided Expo attendees with information about their businesses through the two workshops. The Evolution of a Small Business included The Neighborhood Welcome, Village Spa at Locust Grove, and The Write Market, LLC. Resources to Help Your Business Grow included Premier Bank, Allstate Insurance and the SBDC.

Aside from these exhibitors, additional PBWA members that have exhibits are: RE/Max Success Realty, Marilyn Braithwaite; J. J.'s Jewelry, J. J. Myers; Arbonne International, Holly Taylor Lemieux; Rugs for People, Sarah Soltow; Mary Kay Cosmetics, Jo Mileo; Peterson Fine Art, Marsha Peterson; Donna's Creations, Donna Reeves; Good News Mountaineer Garage, Grace Murphy; Seaside Tan & Spa, Donna Hubbard; Insight Services, Susan Wisniewski; Organized At Last, Traci Morris; Southern Living at HOME, Susan Dudics-Dean; Acupuncture Office of Michelle DeStefano; Business Technology Source, Johnna Armstrong; Monarch CPA Services, Katie Ihndris; Greensburg Bed & Biscuit, Elizabeth Hostler and Michelle Rademacher; and The Buyer's Guide, Cathy Brant.

A special thank you also to the PBWA members who provided door prizes for the Expo. They include: Katina F. Webster, Tracy Keefer, Joyce Ervin, Marilyn Braithwaite, Terry Kent, J. J. Myers, Holly Taylor Lemieux, Sarah Soltow, Jo Mileo, Donna Reeves, Susan Wisniewski, Susan Dudics-Dean, and Michelle DeStefano. Thanks to Diane Mickelson for coordinating the collection and awarding of these door prizes.

Thanks to all the PBWA members who volunteered to assist with registration and information at the PBWA exhibit.

Our November 1st meeting will be a lunch meeting at The Purple Iris on Route 11 South, Martinsburg at noon. No reservations required, cost of the lunch is \$12. This will be the last meeting of the year for members to bring door prizes, and the program will include voting on the recipient for the 50% of the year's 50/50 drawing, as well as voting for the 2007 PBWA Management Council. To date the following members have volunteered to serve: Christina Lundberg, Tracy Keefer, Susan Dudics-Dean, Grace Murphy and J. J. Myers. Nominations from the floor will also be accepted. The program will also include a review of the Expo with suggestions for next year.

Chris Lundberg is Center Manager at the Small Business Development Center (SBDC) of Blue Ridge CTC and can be reached at 400 West Stephen Street • Martinsburg, WV 25401 • 304-260-4382 • f: 304-260-4384

ARE 'BENEFITS' AND 'FEATURES' REALLY DEAD?

by Terry Kent

The Basics:

The traditional method of gaining sales in advertising is to grab people's attention with "benefits". By presenting the emotional side of your product, you are trying to get people to think that they "need" it to satisfy their basic urges or to ease some "pain".

Once you have hooked them with the benefits - you will draw them into a "brick and mortar" store to make a purchasing decision based on what they "think" they need.

For example - take a look at some of the commercials that you see on TV. In the new commercial for Old Navy (TM) - you see a bunch of young, hip people dancing around in baggy pants - an emotional appeal - if you buy these pants you will be young and hip!

However, TV commercials are usually 30 sec. spots - they have to grab attention in 30 seconds. The Web is a different advertising medium. It's somewhere between the 30 second spot and a "brick and mortar" store. In the "brick and mortar" store you can see the product, touch the product, read the back of the package. In other words - you can check out the product's "features". The Web is similar to this. You have the ability to show your products (pictures) and describe them (words). Yet, you may only have 30 seconds to get your "benefits" across - to hook them with the first page of your site.

I think that most marketers agree that the "logical" and the "emotional" decisions behind a purchase are tied together. As marketers - we must provide both the emotional (benefits) and logical (features) to sell our products.

A Theory:

Now - here's where my thoughts on the buying process on the internet take a different course. First, I am convinced that a website needs both an emotional and a logical appeal to persuade people to buy. However, because the internet is a different medium - I am also convinced that the way that people find products is different than the way they find products in "the real world". Because people find products in a different way - I believe it may have a direct impact on how we should be writing web copy.

Jaques Werth of www.highprobsell.com wrote in the i-sales digest:

"The average American is now bombarded with about

2,400 informational messages a day, according to communications scientists. More educated, urban Americans are exposed to about 8,500 bits of information. This information comes at them both purposefully and randomly, as well as that which they seek out. Thus, there is almost no product or service which they have not been exposed to *generically.* If they have the need and can afford your type of product or service they already know it - at some level."

The web is a big place. In order to find products on the internet, you have to know what you're looking for. Do people just "happen" across a site and decide to buy? Probably not - they've probably "searched" for a particular site and/or a particular product. They set out to buy something - already convinced of the products benefits - or the "emotional appeal" - now they just have to find a company which will give them the features that they want - that website must provide the logic to back up the purchasing decision.

So should we forget the emotional appeal altogether?

No, because it's not that simple! Still, the buying decision is tied up with both the emotional and the logical.

Brad Smith of ledgehill.com writes (after an explanation of right brain (emotion) v. left brain (logic) functions):

"For marketers the important message is this. Even if you can target your market by brain dominance, your message must contain both logic and emotion. The skew of the message will be dependent upon the target group and the product/service that is being presented. A simple example of this would be if you were selling software to engineers. It should have a left-brain logic skew. However, even though engineers have a preference to left-brain decision making, they have not removed the right-side of their brain. There will still be a degree of emotion involved in the final decision."

First - you must think about your target market. You must know that market like the back of your hand. Then you can make decisions on how much time you will spend discussing the benefits and features of your product.

Here's two examples:

A grandmother is searching the internet for a present for her grandchild. She comes across a site which sells children's toys. There are lots of toys to choose from. She looks at the Teddy Bears and decides that would be a nice gift. She already knows what a Teddy Bear is - she's already convinced that the Teddy Bear will make her grandchild smile, will make her grandchild love her more (emotion). Now she wants to know if the Teddy Bear will last for more

than a week as the child plays with it. Is it composed of a durable construction? Is it made of fire safe materials? Is it a collectible - will it increase in value over the years? Are other people who have bought from this company satisfied with the product quality? Can she purchase over a secure server and use her credit card? etc. etc. (logic)

Recently we were looking for an online bank. We knew we wanted to do our banking over the internet, we wanted a reputable company that would serve our needs. So the search began. We immediately ruled out any company with a shoddy website (just too unprofessional for a bank!) (emotion) Then we began to search for features. We knew exactly what we needed, we just had to find a bank that offered the right services. (logic) Then we weeded down to the price. Which bank offered the services we needed

at the "cheapest" price. (logic.)

You can't make a purchasing decision without both the benefits and the features. However, I personally feel that the features should outweigh benefits when marketing on the internet - if (and it's a big IF) your product is already a "known" product.

In your webcopy - highlight benefits and target those benefits to your market. More importantly, present a professional image, with an accredited product (build their trust), and describe the features in every detail.

Terry Kent owns and operates The Write Market (TWM), a web design firm, and can be reached at: www.thewritemarket.com • 304-876-2320.

PBWA

