



# ***Get your customers excited***

Practical guide for customer  
oriented messaging

# Why we like what we like ...

Some brands appeal more to us than others. They have the **power to inspire, attract or stimulate** us while other brands fail to connect.

**Here is an example:**

**If you want to buy a car, which brand do you turn to?**  
Surely enough almost every car brand fulfills your transportation necessities. But some brands have a higher appeal, because they offer something of value beyond bringing you from A to B.

## What makes brands appeal to us?



# ... and why we buy what we buy

You can inspire customers to choose you, by knowing their **necessities, feelings, and values.**

Here is how you identify **what makes your brand, service or product special.**

## Necessities

*You provide something that helps your customers to fulfill their necessities. Customers buy a car to get from A to B, or sign a contract to get faster internet.*

## Feelings

*If you want to engage your customer, focus your message on how it transforms your customers life for the better.*

## Values

*People have an innate desire for meaning, holding values, saving the environment, community and fairness which can heavily influence a customer's behavior. If they can identify with your values, it strengthens the bond between your customer and your brand.*

**Enough  
theory?  
Let's go!**



# Collect, refine and vote

**Brainstorm every benefit you can think of**



**What are your customers necessities:**

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**What are your customers feelings:**

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**What are the values you communicate:**

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**Now choose only one benefit in each perspective**

**Necessities**

**Feelings**

**Values**

# Bring it into action

Create a **clear and precise message** while having in mind:

**What your product or service does...**

**How your customers life changes for the better and how it makes him feel...**

**How your product or service speaks to your customers values...**

**Repeat until it feels right.** It gets easier with repetition. Here are some examples to help you along:

	Lawnmower Company	Car Company	Paint Company
<b>Necessities</b>	Cut grass	Get from A to B	Paint house or apartment
<b>Feelings</b>	Wants to enjoy their garden	Wants their success to be represented	Wants a beautiful home to come back to
<b>Values</b>	Quality leisure time	Gaining status	Belonging and safety
	<b><i>“More time to enjoy my beautiful garden”</i></b>	<b><i>“Get there in style.”</i></b>	<b><i>“The home you always dreamed about.”</i></b>



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