



Motivational Marketing: Are Your Customers Motivated to BUY?

BY MONICA BRAUN, REAP WOMEN'S BUSINESS CENTER DIRECTOR

Are you seeking more customers? How are you asking them to buy from you? *Robert Imbriale*, President and CEO of Ultimate Wealth, Inc., offers some marketing “food for thought” in his book, *Motivational Marketing*.

Imbriale identifies five “emotional motivators” to which almost everyone responds. They are: fear, connection/love/sex, freebies and bargains, effortless money making, and having dreams come true.

Imbriale believes that marketing campaigns that push these emotional buttons really work. Different products and services appeal to different motivators, but if you find the right one(s), you’ll drive customers to your products/services.

We have heard that to be successful, you have to “find a need and fill it.” Imbriale suggests that to be a successful business, you should “find an emotional want and satisfy that want with your products and services.”

Let’s look a little more closely at the five Emotional Motivators (EMs).

Emotional Motivator 1-Fear.

We all have fears. An effective method of using fear to sell is to show your prospects what would happen if they did not buy your product or service. What would

they miss or not have access to? It doesn’t have to be scary or graphic. It can be as simple as putting a deadline on your offer. “Place your order by Friday at noon, or you’ll miss out on this special offer!”

Emotional Motivator 2-

Love. Even though in today’s society we are considered “high tech,” research shows we have need for “high touch.” Three elements make up this motivator: connection, love, and sex. Connection can be conversation, a handshake, or belonging to a social group. Love is used in many ads targeting women. People are actively looking to fulfill their desire for love, so this motivator is powerful. Sex as used here implies that you connect your product or service to the emotion generated by the thought of sex. Think of ads for diet pills or programs.

Emotional Motivator 3-

Freebies and Bargains. This EM can be separated into getting something for free and getting a bargain. Can you offer something for “free”? It can be information, a CD about your product/service, an add-on to what you normally offer, etc. It’s important to offer something that relates to your business, something with a high perceived value in the eyes of the customer. Part 2 of

this emotion is getting a bargain. Bargains work best when an established base price is in the minds of customers so they see a value to the “bargain.”

Emotional Motivator 4-

Effortless Money-making. We are a society that seeks immediate gratification. Can you identify ways to make your business deliver quick results? Can you solve a problem for your customer quickly and easily? Can you explain how the use of your product or service might save your customers money?

Emotional Motivator 5-

Making Dreams Come True.

Another way to express this motivator would be “reaching your goals.” We all desire this in some way. Ask your customers what they want and don’t want. How does your product/service benefit them? Can you position your product/service as a vehicle to help them realize their dreams?

People usually decide to buy, or not to buy, based on their emotions. Look at your marketing efforts. Are you appealing to your customers’ emotions? Are there some changes you can make that may help you make more sales? Can you incorporate one or more of these emotional motivators into your marketing efforts? Track the results of any changes you make!

Find out more: Look for keywords and phrases to put to work with each Emotional Motivator in this month’s Roundtable Topic Insert. And you can learn more about Robert Imbriale’s Motivational Marketing Resources at:

www.MotivationalMarketing.com and www.RobertImbriale.com

Source: *Motivational Marketing*, Robert Imbriale, John Wiley & Sons, Inc. 2007.

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CALENDAR



REAP Activities

- 11/7, **Grants for Small Businesses Workshop**, Hruska Memorial Public Library, David City, NE, 7:00 p.m. Sponsored by ECSBN and the David City Area Chamber and presented by Martha Kovar, successful grant writer. Contact Nancy Bohaty at 402.367.4741 for more information.
- 1/24, **What Do You Need to Know about Identity Theft?**, sponsored by ECSBN, 7:00 p.m., Nebraska Great Plains RC&D Meeting Room, David City, NE.
- 2/27, **MarketPlace: Opening Doors to Success**, New World Inn, Columbus, NE. 28 educational session, 50 exhibit booths, GROW Nebraska-sponsored store. Contact Monica Braun for more information, 402.643.2673.

Statewide Activities:

- 11/7, **From Recipe to Reality Seminar** presented in Spanish, Hispanic Chamber of Commerce, Omaha, NE. Contact Jill Gifford, Food Processing Center at UNL, 402.472.2819.
- 11/10, **Mid's Product Premiere and Holiday Splendor Crafts Show**, Buffalo County Fairgrounds, Kearney, NE. Contact Kyla Martin at 308.440.0153.
- 11/15, 12/20, 1/17, **Small Business Legal Services** offered by CED Clinic, Creighton School of Law, Kearney, NE. Make an appointment by calling Bob Hobbs at 308.865.5675.



REAP WBC Director Monica Braun and REAP Director Jeff Reynolds attended the Small Business Administration Women's Business Center Post Awards Conference in Washington DC in Sept. While in DC, they visited each Nebraska Congressional Delegation office. Above they are shown with Nebraska Third District Congressman Adrian Smith.

Dungan Promoted to Hispanic Business Post

Outreach to Nebraska Hispanic entrepreneurs is on the increase with a new director position and a REAP bilingual business specialist in southwest Nebraska

The Center for Rural Affairs' has promoted *Adriana Dungan* to REAP Hispanic Business Center (HBC) Director. Adriana joined the Center as the REAP Northeast Business specialist in May 2005 and has acted in this capacity since her hiring.

Adriana will continue to serve the REAP Northeast region in the near term in addition to assuming the role of the REAP HBC Director. Adriana's acceptance of this newly created position ensures high quality service from REAP and the REAP HBC project.

REAP recently completed the third year of the REAP Hispanic Business Center (HBC) work. This year's objec-

tive was to continue to provide key business development services to rural Nebraska Hispanic entrepreneurs, particularly in Northeast Nebraska.

Phase four, which began on September 3, 2007, will further increase outreach to Hispanic entrepreneurs. We have already begun to build more outreach capacity by creating the director position. A search is also underway for a new Hispanic Business Specialist to be located in southwest Nebraska and added to the REAP staff.

Adriana looks forward to directing the REAP Hispanic Business Center and offering high quality services across the state. She began her new duties as REAP HBC Director on September 3, 2007.

Contact: Adriana Dungan, REAP HBC Director at 402.494.1013 or adungan@msn.com.

Kearney Holiday Craft Show & Product Premiere

Helping people and changing lives is a noble goal, but it's not usually what you think about when you go to a crafts fair. By attending the Mid Product Premiere and Holiday Splendor Craft Show on November 10, 2007, at the Buffalo County Fairgrounds, that's exactly what Kearney-area shoppers have a chance to do!

Community Action Partnership of Mid-Nebraska (Mid), located in Kearney, is a nonprofit community services agency that strives to help people and change lives through their many community service programs. Mid organizes large craft shows in the Kearney area to provide an avenue for local crafters and service groups to promote their products and services.

This new Mid Product Premiere is designed to create a venue for non-crafters. Geared towards home-party sales, direct sales companies, GROW Nebraska members, and other businesses with products for sale, this fair is planned to be an annual event if successful.

Mid's Product Premiere will be held on November 10 at the Buffalo County Extension Building at the Buffalo County Fairgrounds from 9:00-5:00 in conjunction with the Holiday Splendor Craft Show. For more information, please call *Kyla Martin*, Show Promoter, at 308.440.0153. Help people, change lives, and get your holiday shopping done early!

SAVE THE DATE!

Second Annual MarketPlace: Opening Doors to Success

Wednesday, February 27, 2008

New World Inn, Columbus, Nebraska

Find out more and register online at: www.cfra.org/marketplace/home

THREE CHEERS: Hip, Hip, Hooray! A salute to REAP businesses

Karen Runkle and Lil' Ladybug Greenhouse and Gardens

On a crisp April afternoon three years ago, *Pat Runkle* was hungry for a juicy, fresh tomato for his hamburger. He and his wife Karen searched high and low and couldn't find one anywhere. It was at that moment, the Runkles say, that *Lil' Ladybug Greenhouse and Gardens* was born in Hay Springs, Nebraska.

Karen Runkle's true passion and talent is gardening, and Karen knew a customer base eager for fresh, local produce and Community Supported Agriculture (CSA) existed. She had the drive, land, commitment, and determination to succeed; all she needed was a little training and some money to invest in her idea.

Karen contacted REAP and attended 15 hours of 'Business Plan Basics' training before she opened *Lil' Ladybug*. At last year's MarketPlace small business conference, Karen attended a Bookkeeping session and learned to keep good business records. She also networked with others and acquired new customers.

"I attended a business planning workshop put on by *Jerry Terwilliger* (REAP business specialist) before I started. He

has been very helpful and supportive," said Karen. "The MarketPlace seminar in Kearney was a great place to learn and rub elbows with others."

While the classes and seminars broadened Karen's business skills, she still struggled to gain momentum with *Lil' Ladybug*. Through the Association for Enterprise Opportunity, REAP was able to offer Karen a Women and Company Microenterprise Boost Program® cash equity award of \$2,000. With this, Karen purchased valuable equipment that gave her the edge she needed.

The road to successful entrepreneurship is seldom easy. In her first year, an early frost devastated Karen's 400 tomato plants. The Runkles rolled up their sleeves, replanted, and had produce available that summer.

The following year, golf-ball-sized hailstones and 90 MPH winds destroyed the outside garden. With the assistance of neighbors, Karen filled half the greenhouse with bedding plants for customers, and, remarkably, *Lil' Ladybug* realized a profit for the year.



In fact, sales for 2006 doubled, and Karen expects sales for 2007 to double again. Her CSA clients increased from seven to 30, and five more have requested to be added for 2008. Weekly sales at the Farmer's Market are twice what they were, and the Greenhouse business has tripled.

The key to Karen's success is her devotion to her customers. Her website, www.littleladybuggardens.com, has online ordering, and she writes a weekly *Lil' Ladybug Column* for the local paper. "Business," says Karen, "is all about relationships." Relationships, a boost, and really good tomatoes.

REAP Women's Business Center: Some Highlights of the Past Year

The REAP Women's Business Center entered its first year of sustainability funding in Oct. 2006. Through three-quarters of the year, REAP Business Specialists have provided:

- > 1,457 hours of business counseling to 235 clients
- > 76 training opportunities, attended by 1,288 participants
- > 45 start-up businesses have received assistance

Other activities include:

- > Business succession planning meetings in Ainsworth, Valentine, O'Neill, Elyria, and Nelson, with several more planned for the coming year.
- > Collaboration with the University of Nebraska-Extension in providing eCommerce classes. Several were held in Spanish in the Northeast part of the state.
- > An email list of REAP members and supporters to ensure timely information to our members. If you haven't provided us

a current email address and wish to be included, please send an email to *Peggy Mahaney*, peggym@cfra.org and request to be added to the list.

> Participation in the Women and Company® Microenterprise Boost Program sponsored by the Citigroup Foundation and Women and Company®. Five low-to-moderate income women owned businesses were awarded \$2000 each to enhance their businesses.

> A \$2,900 grant from The WealthSpring Fund, an affiliate of the Nebraska Community Foundation funded through the Cooper Foundation. The grant will be used to develop a bookkeeping curriculum – one of the most requested training topics for REAP members.

You can find out more about WBC accomplishments in the *Rural Enterprise Reporter* Supplement on our website, www.cfra.org/reap; choose Newsletter/Success Stories.

Contact: Monica Braun, REAP Women's Business Center Director at 402.643.2673 or mbraun@windstream.net for more information.

QUESTIONS?

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REAP and the Women's Business Center are programs of the **Center for Rural Affairs**. Established in 1973, the Center for Rural Affairs is a private, nonprofit organization working to strengthen small businesses, family farms and ranches, and rural communities through programs addressing social, economic, and environmental issues.

Legal Services for Small Business Available

The Community Economic Development (CED) Clinic at Creighton University School of Law is providing free legal consultations to business owners in Mid Nebraska who are working with Community Action, REAP, SCORE, or another economic development agency or nonprofit business development organization. These services are the result of a partnership between Creighton University's Community Economic Development Clinic and the Community Action Partnership of Mid-Nebraska. A few clinics have already taken place.

Types of legal assistance include whether and how to form a corporation or LLC, real estate and commercial leasing, employment law, tax issues, licensing, and contracts. An attorney with the Clinic will be available between 2:30 and 6:00 p.m. at the Business Development Center, Community Action Partnership of Mid-Nebraska in Kearney on Nov. 15, 2007, Dec. 20, 2007, and Jan. 17, 2008.

Appointments for the clinics are encouraged and can be made by calling *Bob Hobbs* at 308.865.5675 or by calling the Clinic directly at 402.280.3068.

On Nov. 15, 2007, the CED Clinic will provide trainings on business law issues. Training begins at 6:30 p.m. and is open to anyone interested in attending. For more information, call the Community Economic Development Clinic at 402.280.3068.

Resource for Tax Filing and Compliance

The *SSA/IRS Reporter* is a joint effort between the Social Security Administration (SSA) and the Internal Revenue Service (IRS). It communicates information that support trust fund, employment tax, and business tax compliance, with an emphasis on educating and encouraging these stakeholders to file these taxes electronically.

The *Reporter* carries general information about best payroll and employment tax practices and SSA products and services. Examples are changes in forms for reporting employee wages, W-2 Online, SSA filing procedures, and Business Services Online.

The SSA/IRS newsletter also includes timely information from the Department of Labor, Department of Justice, Health and Human Services, and other government agencies. Past issues, including the fall 2007 issue, are posted in English and Spanish on IRS.gov <http://www.irs.gov/businesses/small/article/0,,id=109886,00.html>.

To learn about the latest issue and other IRS products and services, subscribe to IRS's free *e-News for Small Businesses*, visit <http://www.irs.gov/businesses/small/content/0,,id=154826,00.html>, type in your e-mail address, and submit.

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REAP: Strengthening rural communities through small, self-employed business development.