

Take the Friction Out of Doing Business with You

Do you want more customers? Then you need to remove the friction behind doing business with you. Even if you have great customer service, support, and sales, you may have unknown friction that exists before you see the face of your customer. Luckily, you can smooth that out with content. Here are two problems you need to solve for to take the guesswork out of doing business with you.



Problem 1: You Don't Know They're Interested

There are several studies out there that will tell you anywhere from 40-76% of a buying decision is made before a potential customer visits your business in person. The average person performs virtual research on your website, review sites, social media, and a host of other places before they even consider doing business with you. They're performing this same due diligence with your competition.

Content Solution: You want to identify the potential customer as soon as possible so you can start interacting with them. The easiest way to do this is through a downloadable lead generator. The lead generator must be something they need/want because they will be providing their email to receive it and will have to agree to receiving marketing messaging from you.

If you can nurture them (with additional valuable content) and help them get to know your business, you're more likely to entice them into wanting to buy from you.

Problem 2: The Unknown

I have always wanted to do aerial yoga, but several things have stopped me. I don't have the grace and strength of a gymnast and I'm closer to 50 than 40. I'm a warm lead for an aerial yoga studio because it's something I'm interested in. But I could easily become a hot lead if someone could ensure a beginner like me won't get laughed out of the studio.

It's likely you have potential customers out there who feel the same. They may be interested in your offerings but there's some hesitation. There's something they're worried about. Most people aren't adventurous when it comes to spending money.

But this hesitation can easily be smoothed over with some content.

Content Solution:

- **Be honest about who your business serves.** This is not a call to appeal to everyone. For instance, I don't want to go to an aerial yoga studio that caters to 18-year-old Olympians. None of us will enjoy ourselves. You don't want to give the impression your business or service is perfect for everyone, and everyone is welcome. While everyone may be welcome in a legal sense, there are some types of people who will love your business and others that won't be a good fit. Don't feel the need to cater to this latter group because if you do—and they don't enjoy themselves—they may give your business a bad review. If your gym caters to ninja warriors, don't market to couch potatoes.
- **Offer testers, trials, and other ways to try you out.** Sometimes people need a freebie or deeply discounted opportunity to try out your offerings before they can commit to writing a check or handing over their money. Make sure that your trial or sample comes along with next steps and sets expectations for them if they choose to be a customer/client.
- **Go for feeling.** It's not (just) about what you're selling. It's about how people feel when buying from you. The experience is as important as the good or service. It's also (often) the differentiator or unique selling proposition. For instance, many people felt good about buying from TOMs shoes because they donated a pair of shoes to a person in need for every pair sold. (It looks like these days they give 1/3 of proceeds to "grassroots good."). People didn't buy them because they were the most beautiful shoes, nor the cheapest. They made the purchase because it made them feel like they were doing something for someone else. But you don't have to be super altruistic to encourage people to buy from you. However, you should provide them with some emotion or experience. "Squad shopping," for instance, became popular during COVID. Many online merchants encouraged people to shop with their friends online giving them the experience of going to the mall together. This not only makes people feel good about your business but encourages more sales (hurray peer pressure!).

If you want to increase your sales, you need to remove the friction behind doing business with you. Thankfully, it's easier than you think when you create content around addressing major concerns.

[Christina R. Metcalf](#) (formerly Green) is a marketer who enjoys using the power of story and refuses to believe meaningful copy can be written by bots. She helps chamber and small business professionals find the right words when they don't have the time or interest to do so. Christina hates exclamation points and loves road trips. Say hi on [Twitter](#) or reach out on [Facebook](#).