

Marketing To Women: Expand Your Influence And Skyrocket Your Sales

If women make up a significant portion of your target market, one of the simplest – and most overlooked – ways to make it easy for them to choose your product is to keep in mind this one characteristic that is common among virtually all female consumers...

When deciding whether or not to purchase a product or service, virtually all women stop to consider what effect their purchase will have on those around them.

Always remember when you're marketing to women that women are inclusive. Whether husbands, parents, sisters, children, friends, and even bosses realize it or not, women think about them as part of the pre-purchase process.

In their book *Don't Think Pink* Lisa Johnson and Andrea Learned describe this as constituent-driven decision making.

Is this new flooring going to trip Mom when she visits? How will changing my investment strategy affect our plans to buy Lindsey's car in April? Which week will my vacation least impact everyone at the office?

Women's heads race with questions like this constantly.

My mother is a perfect example, but you need a little background for this to make sense. Back in 1999, my husband Joe had brain surgery (he's doing very well, thanks!) which slightly impaired the left side of his body.

Now, although we live over live over 800 miles away and visit about once a year, Joe played a prominent role in Mom's decision making when she shopped for new sofas and chairs. For her, one of the make-or-break factors when buying furniture was "Will my son-in-law be able to sit and stand easily?"

If making a decision on a sofa based on an annual visit from your son-in-law who lives 800 miles away isn't constituent-driven decision making, I don't know what is.

What you need to know about constituent-driven decision making is this: If you fail to address how the benefits of your product or service ripple out beyond her personal experience, then you're missing a critical component in your sales message.

After you've fully demonstrated how your product or service will make life easier for her, go a little further. Let her know how her loved ones and friends will benefit, even tangentially, after she makes her purchase.

Doing so will help you stand out among your competition and just may win you a lifelong customer!

Leah B. Carson, M.A. is a direct response copywriter and marketing strategist who has earned a reputation among her clients and colleagues as the "go to gal" when it comes to writing for the women's market. This article is just one out of a 7 insider secrets on marketing to women. Want to know more? Go to <http://www.catalystcopy.com> and sign up for Leah's special report on marketing to women.