

Why eBooks
WIN BUSINESS

and help you stay ahead
of the competition



Eleven Circles
MARKETING SERVICES & CONSULTANCY

Staying AHEAD of the Competition.

Whatever business you're in, it's likely to be a very competitive marketplace with an on-going battle to win contracts and stay ahead of the competition.

So many businesses find themselves in a price war, an endless process of cut throat discounting to secure the order ... a race to the bottom!

Business existence is at stake and in such a challenging environment, many won't survive. There may be periods of normality when client demand is high, and sense may prevail for a time, but it won't be for long.

We know that people prefer to deal with organisations they trust. Companies they know that do a great job for a fair price. How often have we heard the comment: "I wish I'd gone with you in the first place, we've been left with a complete nightmare."

Pay peanuts, and you get monkeys ... it's the oldest story in the book, and we all know that you 'get what you pay for'.

Thought Leadership

Demonstrating you're a trustworthy, reliable business ensures more customers choose you ahead of the competition. You'll no longer be dragged into price wars and you'll 'no bid' some contracts, and leave the low margin work to someone else.

One way to demonstrate such value and credibility is to have an eBook, a bit like the eBook you're reading right now, but one that's created for you with your logo, corporate brand and identity.

Something that talks about your area of business, the market issues facing your customers, and how you help them overcome those issues.

When you circulate your eBook, you're positioning yourself as a Thought Leader ... someone who can be trusted.

You start to differentiate your business from the others!



5 Reasons to Have a Business eBook:

1

Stand out in a crowded market

It's unlikely your competitors will have one, and if they do, or they have something similar, then you absolutely need one to compete, because they may be 'out-selling' you. An eBook puts you ahead of the crowd by showing that you care and that you understand the customers challenge ... and it will be the most cost-effective marketing asset in your 'kit bag'.

2

Build your brand

Creating awareness about your services is vital. Your content mustn't become stale or outdated and it's essential to keep things ticking over. Building a stream of content and messaging keeps your brand alive and relevant to the market. An eBook is one of many ways to build your brand and raise awareness. Make it available as a download from your website, email it to people, put it on LinkedIn and other social media platforms ... in short 'make some noise'!

3

A reason to make contact

Generating repeat business confirms the customer was happy with the work you did, and they are happy to give you more business. But all companies have clients they haven't heard from in a while. Your sales team will also have a list of target customers needing to be contacted. Sending out an eBook is a great way to reach out, for example ... "I thought you might like a copy of my eBook". It's an excellent sales tool and it reminds people you exist. Plus, it starts new engagements and sales cycles with target customers and prospects.

4

People buy from people they trust

We all know this is true, but what if the customer doesn't know you, let alone trust you? How do customers trust you or anyone else if they haven't met or used you before? They'll be forced to make a judgement on who's best suited to meet their needs, through an email or phone call from online research. To be blunt, and if they've any sense, they'll check you out - forensically. Having an eBook pre-empts much of this, and it shows that you're a Thought Leader - someone who has anticipated the buyer's dilemma, and their need to have confidence in a supplier.

5

It shows you care

It's often the small things that make the difference and tip the scales in your favour. Having that extra piece of collateral in the mix shows you're prepared to go further than the competition. It gives the buyer reassurance that you'll do a great job, because you've gone the extra mile already, and the others haven't bothered. They'll notice this and reach out to you first.

In summary

These are just some snap shots of an eBook's advantages and benefits. They're not hard to create and they're great value for money. We'll guide you through the entire process and provide you with a professionally written and graphic designed digital PDF asset that will help you stand out from the crowd.

The key to great content is relevance. Most companies rely solely on traditional sales material that is all about them - but this is different. It's not about saying how great you are, it's about showing that you understand customers' issues and challenges.

And by doing this you're showing Thought Leadership - it's the best way to win new customers and increase sales.

If you'd like to know more, please make contact for an informal chat.

About Eleven Circles

I used to find it very frustrating when marketing partners missed deadlines or failed to provide progress updates on projects and deliverables. It was usually because they had too many customers, and were spinning plates trying to keep them all happy ... does that sound familiar?

I've been providing freelance marketing services since 2016 and I see myself as an additional resource to help organisations create content and get things done.

From time to time, every business needs bursts of activity, campaigns, and sales initiatives to find new prospects and drive incremental growth. Nothing stands still in business, and if you're not doing something, rest assured the competition will be!

I help organisations create new marketing deliverables to support both spikes in business development activity and the ongoing marketing output needed to keep things ticking over.

Eleven Circles is me James Porter

I research, write and create the content - it's all done by me. That's important, because so many agencies nowadays regularly outsource much of their work to 'low rent' copywriters, and then simply add on their margin.

I've worked for over 30 years in the information, communication, technology, leisure, and recruitment sectors, principally in senior marketing and business development roles.

Possessing an intuitive grasp of business and a collaborative work ethos, I'm flexible, committed, and productive. You'll wish you'd met me sooner!

You'll find more information about my services at

www.elevencircles.com



+44 (0) 7802 244262

jporter@elevencircles.com

www.elevencircles.com