

## **Practice Made Perfect: More, Better and On Demand (Session D2)**

Why doesn't anyone read practice descriptions? In this session, Joe Walsh spoke on the subject of content that connects with the user, using numerous real life examples to support this issue every accounting firm marketer has faced. Mr. Walsh compared professional services firm content to the Magna Carta, discussing the fact that people don't have time to read pages and pages on content. At this day in age, we must write and provide content for people who scan. This can be accomplished by using charts, tables, maps and lists along with the text. Research shows that buyers want to know who you work for and what you did for them, prospects aren't looking for a definition of a specific service in paragraph form.

The discussion led to why these descriptions are the same from firm to firm and how to unravel our approach as marketers to create an entirely new, unique approach. By catering to scanning readers and keeping practice descriptions current and sharp, Mr. Walsh suggested we emulate the USA Today, not the New Yorker. Use case studies and images instead of text. In addition:

- Be loyal to your brand
- Speak like a native
- Integrate marketing and sales materials
- Demonstrate the process
- Lead with benefits, not features or labels
- Deliver substance and personality
- Use images to deliver content

Why doesn't anyone read practice descriptions? Because they look hard to read, they deliver useless information, they are firm-centered, not client-centered and, in all likelihood, are woefully out-of-date as well as out-of tune.