



Specific is Terrific

A simple guide for getting better client stories – and better marketing results.

The Problem with Vague

What Clients Say

"We provide great service."

"We care about our customers."

These phrases could describe **any** company.

What Actually Works

Specific proof drives clicks, calls, and conversions. It gives customers a real reason to choose one business over another.

Your job to help marketing goals: **pull out the details that make the business different.**

Generic vs. Specific

Generic

"We offer high-quality roofing and great customer service."

Specific

"Most roofs we install in Minnesota are completed in one day, backed by a 50-year manufacturer's warranty."

-  Ads with specific claims outperform vague claims by **2-3x** in conversion rates. Customers don't buy "quality" – they buy a reason to trust.

The 5 Questions That Unlock Great Marketing

1

Why do customers choose you?

Look for real differentiators – add local factors to dig deeper.

2

What do customers compliment most?

Speed, communication, cleanliness, quality of work.

3

What numbers can you share?

Years in business, jobs completed, turnaround time, warranty length.

4

What do you do differently?

Find the one thing competitors can't easily copy.

5

Share a recent customer story.

Real examples are gold for marketing.

What Good Answers Look Like



Roofing / Contractors

- "We install most residential roofs in one day."
- "Insurance claim paperwork handled for homeowners."
- "400+ roofs a year in Minnesota and Wisconsin."



Plumbers

- "Emergency calls answered 24/7 by a real technician."
- "Average arrival time under 60 minutes."



Manufacturing

- "Prototype to production in as little as 30 days."
- "Tolerances under 0.002 inches."

The Four Pillars of a Legendary Client Story



Proof by Numbers

Years in business, jobs completed, response time, dollars saved.



Real Testimonials

One real customer quote beats five paragraphs of brand copy.



The Origin / Edge

Why did they start? What's their unfair advantage?



Local Roots

Community ties, regional knowledge, and neighborhood pride build trust fast.

But Wait There's More...

The Customer Story

A before/after story from one real customer is the most powerful piece of web copy you can write.

"Tell me about a customer whose life got better after working with you."

The Guarantee / Policy

Any specific promise – on time, in budget, or free fix – removes buyer risk and is **copy gold**.

"What do you promise that most competitors are afraid to?"

One Detail, Multiple Pieces of Content

Client insight: "Most plumbing emergencies we respond to are frozen pipes in winter."

1

SEO Blog

"How to Prevent Frozen Pipes in Minnesota Winters"

2

Website Copy

"Emergency Frozen Pipe Repair Available 24/7"

3

Digital Ad

"Frozen Pipe? A Technician Can Be There in Under an Hour."



Quick Checklist Before Sending to Marketing

Ask yourself – did I collect all of these?

- **A clear reason customers choose this company**
- **At least one real story or example**
- **Numbers or proof that show experience**
- **Customer testimonials**
- **Something unique or different about the business**

If the information feels generic – **ask one more question.**



Specific is Terrific.

The more specific the detail, the stronger the marketing. Great stories are already inside your clients – we just need to ask the right questions and bring them out.