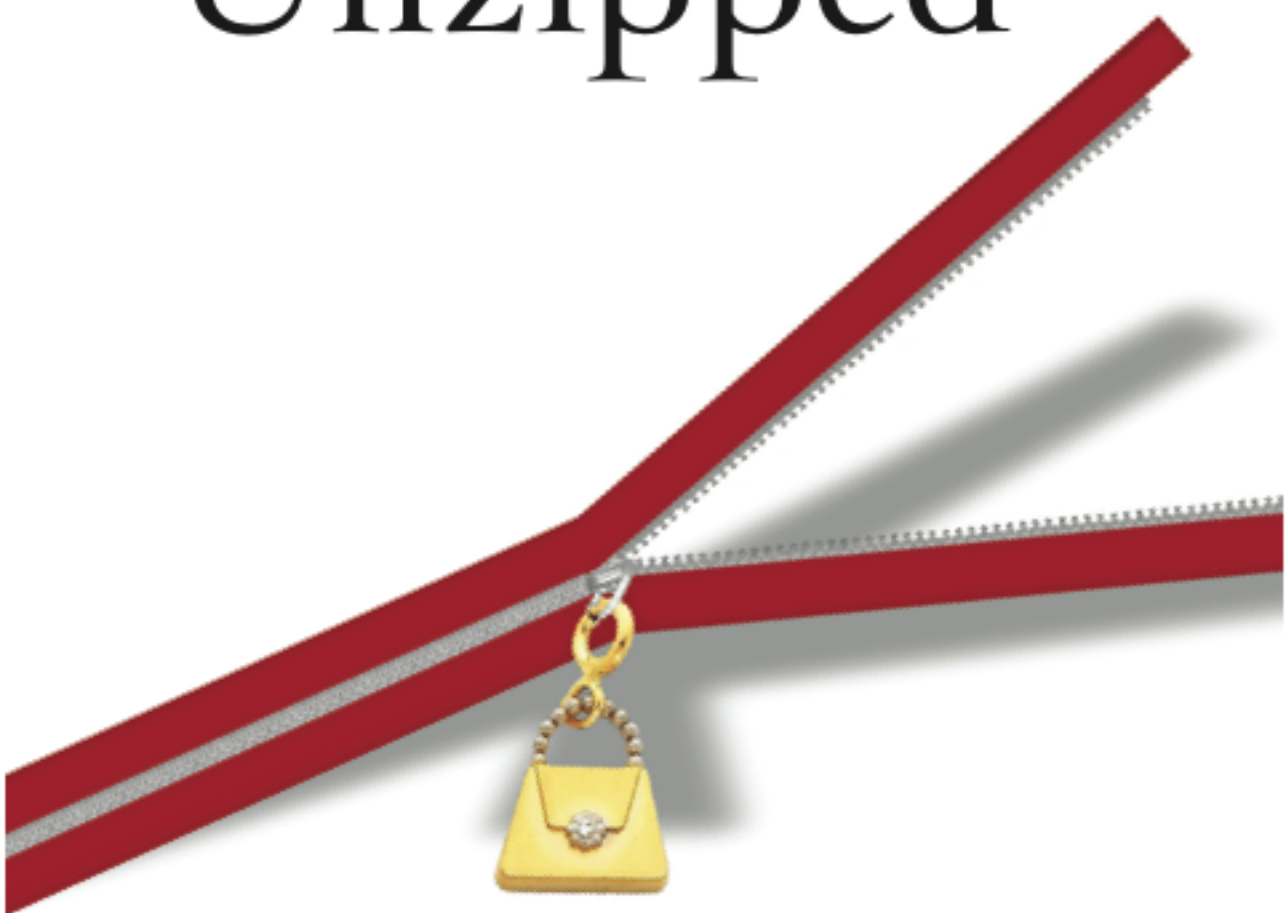


# Unzipped



a portable guide to the anatomy  
of the female customer

michele miller

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by  
michele miller

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who give a little piece of their heart  
to their customers every day*





# Contents

|   |           |
|---|-----------|
| Introduction: A Face in the Crowd                                   | 13        |
| <b>Part One: She's Wired for a Relationship<br/>With Your Brand</b> | <b>21</b> |
| 1: The View From Here   | 23        |
| 2: A Different Kind of Smart  | 29        |
| 3: The Eye of the Female Consumer                                   | 33        |
| <b>Part Two: The Energy and Time Equation</b>                       | <b>39</b> |
| 4: The Business of Sisterhood                                       | 41        |
| 5: Tapping Her Energy to Build Your Brand                           | 47        |
| 6: How Time Influences Her Purchasing Process                       | 51        |
| <b>Part Three: The Four Neighborhoods of<br/>Female Consumers</b>   | <b>59</b> |

|  |     |
|--|-----|
| 7: Welcome to the Neighborhood                   | 61  |
| 8: Unzip Yourself: The Quiz                      | 67  |
| 9: Your Quiz Results: What It's All About, Alfie | 77  |
| 10: Neighborhood #1: The Regal Queen             | 81  |
| 11: Neighborhood #2: The Warrior Princess        | 85  |
| 12: Neighborhood #3: The Healer                  | 89  |
| 13: Neighborhood #4: The Guardian                | 93  |
| 14: Extreme Makeover: Retail Edition             | 97  |
| 14: Totally Unzipped: The Final Secrets          | 103 |





## Introduction

# A Face in the Crowd



Let's get this over with, shall we?

Women are different from men - very different.

*Have you slipped a widget? You can't talk about that. Women have spent the last one hundred years fighting for equality and now you want to talk about how different they are from men? Good god, somebody quick call Gloria Steinem. Just the mention of it might lead people to believe that women are the weaker sex. Don't you realize how dangerous this is, not to mention politically incorrect?*

Yes, I do. I'm also pretty sure that's how we got into this pickle in the first place.

We've spent so much time in the last few years waltzing around the delicate balance of gender equality that we've completely forgotten how to embrace the differences between men and women - differences that not only represent who we are as people, but also who we are as *consumers*.

Ultimately, fear of those differences is to blame for the

failure of hundreds of well-intentioned marketing strategies and advertising campaigns.

Learning what some of those differences are will be good for you. They are the tools you need to create an effective marketing strategy – a plan and message so powerful, it will transform your business from merely average into one that is positively extraordinary.

So if you've had a hang-up over gender differences in the past, *get over it*. I hereby give you permission to start selling to women *as women*.



Maybe you still have thoughts in the back of your mind that prevent you from getting started.

***“This whole ‘Marketing-To-Women’ thing is too hard to understand –it’s too mysterious, not to mention generic.”***

You're right, because it should *never, ever* have been about “marketing to women.” That's an idea that's too big, too broad, and almost impossible to wrap your brain around.

What it's really about is the **female customer – an individual with specific needs and desires**. We're going to “unzip” a few layers so that we can get you down to a level that allows you to “see her real”: As a unique and wonderful individual instead of an aggrandized, impossible-to-understand demographic.

***“I already have a lot of women as customers –  
I must be doing something right.”***

Maybe. Then again, maybe it’s just been sheer, dumb luck. You sell something that women want and because your competition does a lousy job of marketing, you win by default. Or maybe you’re attracting a certain segment of the female demographic but can’t seem to get the rest to do business with you. Ever wonder why? There are reasons... and answers that can change all of that for you.

***“My product/service isn’t feminine enough for her.”***

While you were focused on the issue of femininity, women...

- Purchased 40 percent of all Hummer H3s and Ford Mustangs in 2007.
- Took control of 56 percent of the consumer electronics market.
- Came close to bringing a major home-improvement retailer to its knees, forcing the company to re-brand itself in order to gain back the female consumer dollars it had lost.

Women don’t need “feminine,” they need *relevance*, and relevance differs depending on the individual. Keep reading, and you’ll discover the two factors that every woman uses to determine relevance.

***“If I only focus on women, it will piss men off.”***

As if the average man ever paid any attention anyway. But I get it. You're afraid of accusations of gender bias, which could mean the loss of what you believe to be your core market. Trust me: If you promise to read and digest the information in this little book, you'll understand how creating the right kind of connection with female customers means you'll also end up with more male customers than you ever dreamed.

***"I'll never be able to market to women because I'm not female."***

And I'll never be able to run the Kentucky Derby because I'm not Sea Biscuit. Who on earth ever told you that just because a person is a woman, she automatically understands the inner workings of the female customer? When it comes to marketing, it's not about gender, it's about *knowledge*.



Knowledge starts with an understanding of the concept and goals before you. By breaking a large concept down into smaller elements, you'll learn how it works and can use that knowledge to your advantage.

When it comes to doing business with women, the most effective marketing campaigns are built on a foundation of three important pieces of knowledge:

- 1. Brain Wiring** A woman's human operating system is your gift from the marketing gods. Every breath she

takes, every choice she makes flows on a river of connections. Learning about the differences in the female brain is the first step to truly understanding the potential of a woman to become a fanatically loyal customer.

2. **Inner Perspective** Women are not only different from men; they're different from *each other*. Female customers often have different needs and desires for *the very same product or service*. Going deeper to explore the two elements – energy and time – on which every woman relies for her personal inner perspective will open a door to the **four types of female customers** that are waiting to do business with you.
3. **Language & Communication** A woman's physical wiring doesn't just have control over her decisions; it's responsible for the very words she chooses to use *and* the words to which she responds. Women have specific language patterns and communication styles that, when revealed, teach you how to create persuasive messages and deliver powerful sales experiences.

This portable guide to the anatomy of the female customer will give you the basic information you need to not only understand her better, but also speak to her in a language that persuades her to hit the BUY button in her brain.

Read it. Spend time thinking about it. Share it with your team, your staff, your boss. Sit it upright next to your computer monitor or tuck it away on the shelf underneath your cash register for easy reference. Most of all *use* it. It will give

you the confidence to communicate with women in ways you know are getting through, and will generate new ideas for marketing strategies and campaigns that *work*.

