

WONDERMEMO

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The Eye Of The Female Consumer how it connects her heart with your brand

By Michele Miller

Leaning into the open refrigerator, your mother senses you reaching for crumbs of the chocolate chip cookies that are cooling on the kitchen counter and reminds you not to spoil your dinner.

Reading a magazine in the family room, she homes in on the moment you are about to deliver a super-sized nuggie attack on your whiny little brother, and without turning around, issues the “let-go-of-your-brother-this-instant-or-you’ll-hurt-his-neck-and-then-you-can-tell-your-father-all-about-it-when-he-gets-home” command.

Wow. What is this amazing power that gives a mommy eyes in the back of her head?

Is it estrogen? Was she struck by lightning? Has she fallen victim to an alien invasion of talking walnuts?

No. It’s simply that vision is in the eye of the beholder. Not only are women’s brains wired in a unique and wonderful way, so are their eyes.

Inside your eye, the retina is the component that allows you to gauge focus, light, and movement. Two important parts of the retina are cones and rods, which are connected.

The *cones* allow for focus

(especially intense focus on one thing at a time), meaning greater depth perception.

The *rods* of the retina, being extremely sensitive to light, can detect the slightest movement in the visual field, meaning greater peripheral vision.

Guess which women have more of – cones or rods? That’s right – *rods*.

As a general rule, the female retina has more rods than that of the male, resulting in greater peripheral vision and the ability to see the “whole picture” all at once.

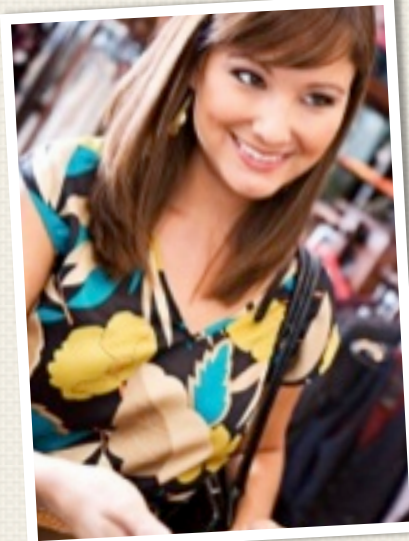
Her eye plays a critical role in consumer decisions.

It's up to you to persuade her to see you not only in the right light, but the spotlight.

With a brain that's structured for massive signal input and a pair of eyes that possess the peripheral vision of Wonder Woman, the female customer can't help but absorb visual cues that affect how she feels about your business. These optic bits are automatically catalogued in her brain, directly into a file folder with your name on it. They are the subliminal puzzle pieces that validate her decision about whether or not she wants to be your customer.

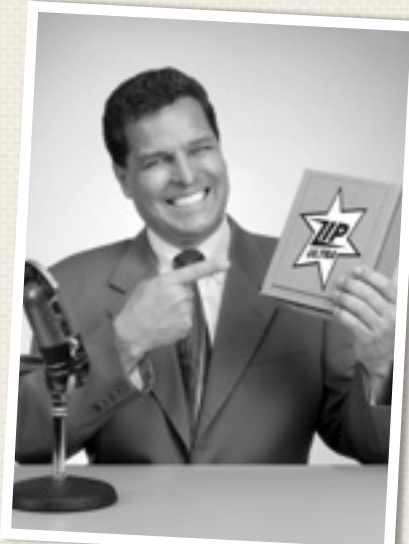
JUST BEING AWARE OF A WOMAN'S "BIG PICTURE" PERSPECTIVE WILL MAKE YOU A MORE SUCCESSFUL BUSINESS OWNER.

Her eyes are working overtime, and all of those incoming signals can be pretty steep competition if you're trying to get her attention. By eliminating as many negative visual cues as you can up front, you will help her mind relax, focus on the task at hand, and be more open to developing an ongoing customer relationship with you.



SHE SEES MORE THAN WHAT'S IN FRONT OF HER

With a brain that's structured on massive signal input and a pair of eyes that possess the peripheral vision of a superhero, she can't help but absorb visual cues (often unconsciously) that affect how she feels about your business. Paint color, carpet stains, dusty furniture, cluttered back office - these signals are registered in her brain, directly into the file drawer marked "Business X" (x = your name here).



IT'S WRITTEN ALL OVER YOUR FACE

As a salesperson, whatever you tell her better be honest and authentic because she doesn't just depend on your words; to her, your facial expression is an open book. The rods in her retina not only detect subtle changes in light, but also in movement. The slightest hint of manipulation sends her BS meter into the red zone, an emotional reaction you don't want placed in the file her brain is keeping on you.



YOU CAN HELP HER FOCUS

Just being aware of a woman's "big picture" perspective can make you a better salesperson. Once you have her attention and understand her specific needs, you then have an opportunity to provide momentary relief from the barrage of external noise she carries around by helping her focus on the task at hand.

Just a few things her eyes register when doing business with you:

- Signage from the road
- Size of parking lot
- Lighting in parking lot
- Width of parking spaces
- Cracks in the sidewalk
- Landscaping
- Maintenance of outside physical location (building)
- Fingerprints on the glass entry door
- Window displays
- Cleanliness of the carpet/floor
- Color/cleanliness of the walls
- Lighting in the store and showcases
- Dusty furniture
- Cluttered back office
- “First impression” of store layout - intuitive navigation?
- Signage in departments
- Width of the aisles
- Height of shelves
- Arrangement of product displays
- Point-of-Purchase displays
- Proximity of sales staff
- Cleanliness of restrooms
- Counter space at checkout
- The care you take with her credit card
- Wrapping/packaging of purchase

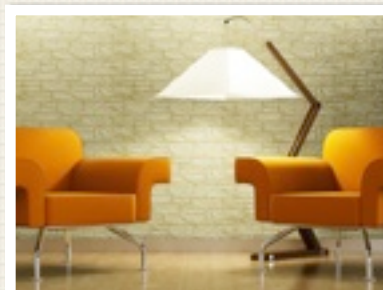
REMOVE AS MANY VISUAL DISTRACTIONS AS POSSIBLE. FEWER DISTRACTIONS MEAN AN ENHANCED CUSTOMER EXPERIENCE.



SUBCONSCIOUS SIGNALS:



EASE OF PARKING



LIGHTING



PAINT COLORS



DEPT. SIGNAGE

Have you graded your business for “Visual Cue Sensitivity?”



Take your business
through the

FREE “Quick Visual Checklist”

to get a head start on rating how well
you communicate with your
female customers on a visual level.

A few improvements could mean
a pocket full of profit!

Michele Miller author, speaker, consultant

Michele Miller is a partner in the Wizard of Ads© marketing firm, with a client roster of businesses that has included Best Buy and Timberland.

Michele is the co-author of *The Soccer Mom Myth - Today's Female Consumer: Who She Really Is, Why She Really Buys* (Wizard Academy Press). She is a marketing columnist for Inc.com; her blog on marketing to women, WonderBranding, has been featured on the prestigious "Best of the Web" list compiled by Forbes.com.

A faculty member of the Wizard Academy (Austin, TX), Michele teaches her popular "WonderBranding" course and maintains a busy schedule as an international speaker, with keynote speeches, presentations, and workshops on capturing the heart of the female consumer.

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WONDERTOOL

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Quick Visual Checklist
rating your business location

WONDERTOOL

Your Business Location: Quick Visual Checklist

The WonderBranding “Quick Visual Checklist” is designed for the small business owner. Whether your business is a retail location or an office, this list is an excellent tool for getting a “snapshot” of where your business stands in the eyes of your female customer.

BEFORE YOU BEGIN:

1. Work your way through the checklist BEFORE making any improvements or changes to your location. That way you ensure an eye-opening experience - one that gets you motivated to make committed improvements.
2. As a business owner, it's often “hard to read the label when you're inside the bottle,” meaning that you alone may not be the best judge of the impression your business location gives. For the most accurate results, consider having three or four female customers work through the checklist in addition to yourself. Their individual results, combined with your own, will give you an honest interpretation of what you're doing right and what can use improvement.

CHECKLIST GUIDE:

Call 911!: You're thinking about blowing it up and starting all over again. Major repairs must be made or new systems installed.

Improve: In need of major cleaning and/or repair. Could include new flooring, paint, lights, etc.

Almost There: In good condition but can be improved. Could include cleaning, touch-up paint, interior decorating touches, etc.

Solid!: No improvements required; it's a female customer's dream of the perfect experience.

MAKING IMPROVEMENTS:

Always consider your budget before making improvements to your location and prioritize accordingly to make the highest and most efficient use of your dollars. Some major repairs (i.e., broken toilet) are more important than others (new lighting design); likewise, consult your team of customers to have them help you prioritize. Good luck!

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QUICK VISUAL CHECKLIST

BUSINESS NAME:

EXTERIOR

	Call 9-1-1	Improve	Almost There	Solid!
Signage from road: easy to see; well-lit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signage from parking lot: directing traffic toward store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Width of parking spaces: ease of entry/exit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lighting in parking lot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Landscaping: cracks in sidewalk; care of lawn/plants/pots	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Store/office windows: clean; unobstructed view inside	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Front door: clear signage; clean; easy to open/close	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Notes:

INTERIOR

Entry: well-lit inside and outside; clean door mats	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Floors: clean; no stains/scuff marks/wear	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walls: freshly painted; clean; no stains/dirt; dust on trim	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walls: color of paint matches rest of interior style/message	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walls: attractive signage; uncluttered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

INTERIOR (continued)

	Call 9-1-1	Improve	Almost There	Solid!
Lighting: lighting design matches rest of interior style/message	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lighting: dirt/dust on fixtures; burned-out fixtures need replacement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Displays: dust/dirt; fingerprints	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Displays: proper lighting to feature product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Displays: clear informative signage on featured products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture/desks/counter: dust/dirt/scuff marks; clutter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aisles: clear signage for ease in shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aisles: proper width for shopping, strollers, wheelchairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aisles: proper height for ease in reach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aisles: clear of boxes, obstacles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aisles: proper signage for product info, prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restrooms: cleanliness of floors, walls, windows, door	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restrooms: cleanliness of toilet & sink fixtures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restrooms: clean/empty garbage can	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restrooms: extra toilet paper, hand towels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Notes:



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