

# YOU CAN MARKET ANYTHING WITH THE RIGHT ANALOGY

by Trey Ryder

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If prospects have a hard time grasping your subject, think up a good analogy they can relate to and understand. A lawyer friend and I laughed recently because we asserted you can market anything if you have the right analogy. The reason this is funny is because it's true.

For years, I've watched estate planning lawyers try to explain the concept of a living trust. It's not sufficient to say the trust is a legal entity, when prospects often perceive it as merely a stack of papers.

The best analogy lawyers discovered is that of a safe deposit box. You put things into the trust and take them out, just as you would them put into and take them out of a safe deposit box at a bank.

Then, to help prospects visualize a trust, lawyers take a file box and, one by one, put a number of toys into the box, such as a home, a second home, a stock certificate. Once prospects see the lawyer putting toy assets into the file box, they feel at ease with the trust because they can relate to the analogy of putting things into a safe deposit box.

If you see that your prospects are having trouble understanding a concept, come up with a simple analogy. Immediately, you'll see difficult concepts become vivid, easy-to-understand examples.

If you don't have an analogy, a case history is nearly as good. But make sure you abide by this rule: Use analogies and case histories sparingly.

Many lawyers think if one analogy is good, two or three are even better. Right? Wrong. For maximum persuasion, always use your best analogy or example -- the one that most closely parallels your prospect's situation -- and the one that your prospect is most likely to understand.

If you think you need two analogies or examples to make your point, then neither is good enough. Use your best single analogy -- and nothing more.

When you pile analogy on top of analogy, your prospect concludes that you are working awfully hard to make your point. And while you may think two analogies add power to your argument, they also add confusion.

When I talk about creating a competent marketing message, many lawyers don't know how to go about it because designing marketing messages is beyond their experience. So, I explain that building a marketing message is really no different from preparing a case for trial. You find all the evidence that supports your case, present it in the most logical order, and then ask the jury to weigh the evidence and decide in your client's favor.

That's precisely how I build a marketing message. The only difference is the target audience. At trial, it's the jury. In your marketing message, it's your prospects.

Prospects won't buy what they don't understand. Make your subject easy to digest and you'll win a new client.

You can market anything -- if you'll take time to come up with a good, simple analogy.

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Trey Ryder specializes in Education-Based Marketing for lawyers. He offers three free articles by e-mail: 13 Marketing Misconceptions That Cost Lawyers a Fortune, 11 Brochure Mistakes Lawyers Make and Marketing Moves Most Lawyers Miss. To receive these articles, send your name and e-mail address to [trey@tretryder.com](mailto:trey@tretryder.com) and ask for his free articles.

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