



Metaphorically Speaking

Anne Miller, author of *Metaphorically Selling*, is our undisputed expert on anything and everything that involves marketing and selling with Metaphors. Together with Nurture Institute Chairman, Jim Cecil they form the world famous dynamic duo of communicating with images.

Anne continues to be a regular participant and speaker at our monthly marketing discussion group meetings and Jim, through his teachings, has planted the seed (figure I'd sneak a metaphor in) for what we all understand as the philosophy of Nurture Marketing based on metaphorical marketing created by Jim over 25 years ago.

Our definition of metaphors includes metaphors (Nurture Marketing is the Miracle Grow for your company), similes (Persistence in Nurture Marketing is like a Perpetual Motion Machine, should always be going, never stopping), and analogies (The Nurture Institute is to Nurture Marketing as Einstein is to relativity) which we feel should be used in your marketing messages to invoke memories and images in your prospect's mind as a method of building top-of-mind awareness.

The following is a compilation of Jim and Anne's teachings on why and how to effectively use metaphors to deliver your messages!

1. Metaphors are used to associate your product/ services, the uses, features and benefits in pictures and words positively.

2. Metaphors make communications "sticky". They are Visual, Associative, Memorable, Emotional, and Unique leading to the instant "Aha" in your prospects and customers.

3. Metaphors are frequently used by successful companies in their advertising and marketing.

Pay special attention to advertising such as "Billboards" where the advertiser needs to convey their message within 2-5 seconds. Also, look through a magazine and jot down what you think the advertiser is trying to communicate (it's not always about sex). Think of a product or service you currently offer. What are some ideas on how the advertiser's metaphor can help you communicate how your company's product or service can help cure your customer's or prospect's pain?



4. Metaphors should say with one image, phrase, attachment, or enclosure what it would take you several paragraphs to say in words.

5. Direct mail metaphors include enclosures that help you get your points across or position your company in the minds of your clients and prospects. For example, a crystal ball evokes seeing into the future for the good of your client, a compass can help a client choose your company as the right direction, and a magnifying glass can add clarity to a situation.



6. Use a good metaphor to drive home a point, clarify confusion, or differentiate between points. I had a boss who used analogies to help people understand complex issues in a simple, understandable, and relevant manner.



7. Use search engine images to give you ideas on appropriate and useful metaphors.

8. Utilize images in your e-Mail communications and link those images to a landing page that expands on the messages contained within the image.

9. Stretch your creativity with some truly original ideas, your prospects will remember the clever and the unusual, but keep your metaphors business appropriate. One of the more clever ideas we've seen is a complete train set mailed over a 12 months. Each part of the set, tracks, bridges, engine, and stations were used to convey a point about the company. And the train set is saved or given as a gift serving as a constant reminder of the company and the corporate values. The Nurture Institute's top 5 metaphors direct mail metaphors of all time are:

5. Compendium Cards containing famous quotes
4. Compass
3. Tools
2. Race Cars
1. Crystal Ball

10. Subscribe to Anne Miller's free monthly newsletter The Metaphor Minute at www.annemiller.com.

**Interested in utilizing metaphors
in your marketing communications?**

**The Nurture Institute can help.
Click on the Metaphor and Eric will call you.**



For more information or if you have any questions, contact [Eric Rabinowitz](#).
The Nurture Institute is a full-service marketing agency dedicated to help you explore new and creative ways to connect with clients and prospects. Visit us today for more information on how Nurture can build your pipeline.