



THE SALES INFORMER

Association of Publishers for Special Sales

Marketing Claims that Overstate Your Case By Jeff Davidson, MBA, CMC



The temptation among aspiring authors to embellish their marketing literature with grandiose claims is widespread. I've observed that newbies whose credentials are still developing sometimes are prone to make grandiose claims on self-published books such as, "The world's leading ..." "One of the most popular..." or "The #1 book on..."

Use of absolute terminology such as *best*, *first*, *most*, *most outstanding*, and *greatest* are difficult to prove and generally are fallacious. Put yourself in the shoes of a others. If you speak professionally, is a bureau going to take a risk by submitting your material, strewn with superlatives, to a meeting planner who has perhaps seen and heard it all? Even with meeting planners who are relatively new in the position, the flags go up the moment they receive literature adorned with grandiose claims.

What about when you're not employing absolute terms such as first or best, but your descriptive literature nevertheless come off as grandiose? Consider the following:

- * One of the fastest rising stars in the industry...
- * Among the world's leading authorities on...
- * Outstanding content...
- * One of the most sought after authors...

Problems abound with this type of terminology as well because, on its face, the information is unsubstantiated. If you can succinctly answer the fundamental question, "according to whom," then you might have something. Did an industry magazine refer to you in such a way? Do you hold a confirming trademark? Does a professional association, in print, regard you as their industry guru? Has your book actually appeared on the *New York Times* Best Seller list (and not as a one-day Amazon phenomenon that you orchestrated)?

Jeff Davidson is "The Work-Life Balance Expert®" whose passion is helping organizations achieve rapid progress for their employees. The premier thought leader on work-life balance issues, Jeff is the author of 59 books, among them "Breathing Space," "Simpler Living," the "60 Second Innovator," and the "60 Second Self-Starter." Visit www.BreathingSpace.com for more information.