



At LazorYost, our **CustomerCreation** process is based on a simple marketing idea that's gotten lost: *It's real people--human beings—that buy products and services from your company...not faceless masses.*

*And when these people are approached correctly, communicated with simply, and persuaded appropriately, they'll decide to buy your products and services over your competitors.*

Since 2002, **CustomerCreation** has helped CEOs and Senior Executives create new customers and revenues, year after year.

Here's how it works:

**Step 1: Uncover The Market Pain Of Your New Customers**

*We tap into the fact that there's always change in any business sector. It's this change that creates your new marketing opportunities.*

*Next, we research what new "Market Pains" this change is creating for customers. Once we understand that pain, we help you market your products and services to relieve that pain.*

Why is this important?

*Because pain, and offering your solutions to that pain, is the most effective way to get people to take action in your company's favor.*

*Bottom Line: When you identify the change and market pains in your business category, you have just uncovered your FIRST opportunity for new customers.*

---CONTINUE---

## **Step 2: Understand How They Make Buying Decisions**

Research shows before people buy anything to solve a problem, they form a “Mental List” of options. Your competitors are on this list. The secret is using the **Attention-Interest-Desire-Action** technique to get your Company/Brand on this list, and position it as the best choice to relieve pain/solve problems.

*How is this done?*

*At LazorYost, we use a proprietary research and interview technique that uncovers how people make buying decisions in different categories.*

*Interestingly, how these decisions are made aren’t always what you think.  
(E-mail me at [timlazor@lazoryost.com](mailto:timlazor@lazoryost.com) for examples.)*

*Bottom Line: Our first job is creating marketing programs using **A•I•D•A** to get you on the buyers’ “Mental List.” ([Think LazorYost Viagra Mailer](#))*

*We need to disrupt customers just long enough to for them to say:  
“Huh...that’s interesting to me and my problem.” Do that, and we’re  
on our way to influencing the decision and creating a new customer.*

## **Step 3: Unseat Your Competitors.**

*OK, we’ve uncovered the changes, opportunities and “market pains” of potential customers. We know the competitors on their “Mental List.”  
And through research and interviews, we know how they’ll decide.*

*What next?*

*It’s time to unseat your competitors by making your company the best buying choice.*

*By doing the first two steps correctly, we’ve gone deeper into understanding these potential customers better than your competition. Now we have a huge strategic marketing advantage.*

*We now exploit this advantage by creating “Customer-Relevant” marketing programs. This is critical because it helps you avoid one of the biggest mistakes in marketing today: Doing marketing that has no connection to a customer’s problem.*

*Note Well: More money is wasted making a misstep here than anywhere else.*

**---CONTINUE---**



*At LazorYost, we never recommend marketing programs to win creative awards, or are creative just to be creative. That's malpractice.*

*We're specialists, so we create, recommend and implement marketing programs rooted in peoples' specific buying process, and how they decide to solve problems with your products and services.*

*That's our **CustomerCreation** marketing process, and it's been helping CEOs and Executive Teams methodically drive new revenue and create new customers since 2002.*

*It'll work for your company.*

*Open to learning more?*

Contact Tim Lazor at 412-423-0044 or [timlazor@lazoryost.com](mailto:timlazor@lazoryost.com)

Tim Lazor, President  
Lazor/Yost Marketing, Inc.  
Oakmont Station  
527 Cedar Way  
Oakmont, PA 15139  
[www.LazorYost.com](http://www.LazorYost.com)

"Specialists In NEW Customer Creation"

[JOIN ME @ LINKEDIN](#)

[TWITTER: @TimLazor](#)



A Creative Firm.  
**LazorYost**  
MARKETING & DESIGN  
412.423.0044 • [www.LazorYost.com](http://www.LazorYost.com)