

## IDENTIFY YOUR VALUE AND COMPETITIVE ADVANTAGE

Before you begin any marketing initiatives, you must first clarify your “value proposition”. Basically, you need to understand EXACTLY who you serve, how you help, and what benefit that provides.

If you only had 30 seconds to describe what you do, you must be able to explain it in such a way that it is clear and leaves your prospect wanting to learn more. Once you have your one-sentence pitch down, you can expand out to provide more details around items such as credentials and background, results and clients, etc. Start by answer the following questions:\*

- What do you really DO?
- WHO do you do it for? (Find your niche, don't be a generalist)
- Why does it MATTER to them? (Be outcome or benefits focused)
- How are you truly DIFFERENT?
- How can you HELP?

Write out a couple of drafts below and try it out on a colleague for their opinion. Better yet, try it out on a family member. Sometimes it's our own spouse or children that don't understand what we do and if you can put together a sentence that helps them understand the who, what and how, and they get it and when asked can tell you what it is you do for a living in a meaningful way –then you have a winner. Remember it doesn't have to be filled with industry jargon or terms to be effective, it has to be simple and easy to understand.

The elevator pitch:

\*Questions courtesy of David Newman's e-book titled "21 Secrets of Financial Services Marketing Success"  
*Every brand isn't for everybody, and everybody isn't for every brand. – Liz Lange*