SMARTer Entrepreneurs

We just can't cut through the noise

Five places to look, and how to choose where to start

Everyone is posting, emailing and inviting people to webinars, and your message is in there somewhere, between a job advert and someone's holiday photos. Shouting louder rarely helps. Saying something clearer usually does.

Score each option

Score each option twice, from 1 to 5. Help: 1 hardly at all, 5 a great deal. Easy to start: 1 very hard, 5 we could start this week. The highest total is where to start; if two tie, pick the one you will really do this month. In most PDF readers, the totals add up for you.

Option, and the sign it may fit you	Help (1 to 5)	Easy to start (1 to 5)	Total
1. Speak to one kind of client. Your message would suit any business in your sector.			
2. Lead with their problem, not your service. Your website opens by describing what you do.			
3. Say something only you can say. You could swap your homepage with a competitor's and nobody would notice.			
4. Be seen in fewer places, more often. You are on every channel, occasionally.			
5. Let your clients say it for you. You have happy clients, but few of their stories or words on show.			

An example

A specialist events business replaced "we deliver exceptional events" with the problem its best clients described: a conference that has to work first time, with no second chance. Prospects began quoting that line back in their first call.

This month I will

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You do not need the perfect choice, only a better place to start than the one you would have picked without this page.

Want to talk it through? Book a Discovery Call at smarterentrepreneurs.co.uk

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