

Defining and Branding YOU:

For Professionals Who Are Not Sales People
But Who Must Sell

1. The purpose of creating defining statements, introductions and tag lines:
 - a. For you to understand fully who you are and what you do
 - b. So other people will really understand what you do
 - c. To position yourself by concept rather than by title
 - d. To have consistent messages and be remembered
 - e. To make sure people do not get bored when you tell them what you do
2. Just enough to get people to stop and ask you questions about your business
3. Start by listing outcomes of your service or product. Try for at least 3 or 4, but up to 10. Think emotional or in terms of what people really get out of being your customers. For example, dentists do not just fix and whiten teeth, they relieve pain and make you want to smile. Disney does not provide a place to sleep and a theme park, they bring families together and make dreams come true.

a. _____

b. _____

c. _____

d. _____

e. _____

f. _____

g. _____

h. _____

i. _____

j. _____

4. List your target market (s): Be as specific as you can be. For example, business women, women who travel, attorneys, physicians, companies that want quality employees

5. The Rules of a Defining Statement
 - a. Simple, conversational and easy to remember language
 - b. It must attract people
 - c. Be client focused and think about what they want
 - d. Make it easily REPEATABLE

6. Some templates: Try these as an exercise and then feel free to get more creative
 - a. I work with _____ who want _____
 - b. I work with _____ who want _____ and _____
 - c. I work with _____ who want _____ and with _____ who want _____
 - d. I work with _____ and _____ who want _____

7. Once you experiment with the Defining Statement, especially if you try writing 20 to 30 of them, you should have much of the material to make up some creative taglines and one-liners.

8. Examples of defining statements and tag lines developed with **Peak Of Success**
 - a. I work with women who want to stand up to others and professional women who want to STAND OUT from others AND “Life is a contact sport, the coach makes the difference.” Amy Remmele, Peak Of Success.
 - b. I work with individuals and businesses that want to keep their external environments organized so that they can keep their internal environments productive. Michelle Buchholz, We Organize It.
 - c. With *quality printing* and *quick turnaround*, we add the *professional polish* to your image and deliver it to your customer. Joyce DeLong, Insty-Prints.
 - d. “Your dirt is my business.” Jennifer Hawkins, DJ's Janitorial Services Inc.
 - e. We use complete investigative services to protect our clients’ assets from fraud AND “The Private Eye who brings anything that threatens your company into the Public Eye.” Maria DiPirro-Olivo, Corporate Screening Consulting, LLC.
 - f. I work with people who want to plan for retirement and retire with a plan. Karen A. Olson, First Aurora Financial Group.
 - g. I find people for jobs. Nicole Fiorella, Fiorella Search Group.

9. Questions? Just call Amy at 864-4475 or email amy@peakofsuccess.com.



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