

mei ster:
Suffix denoting
a professional
practitioner

ProfitMeister

M A X I M I Z I N G Y O U R M A R K E T I N G M O N E Y

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Structure adds focus & impact

Simplify and speed business communications with these three frameworks

A master builder would never construct a house with shabby framework; he'd start with strong joists and a solid foundation; his work would be precise, thanks to specific tools. As a result, the frame would support a large structure.

Before you spend another dime on marketing, take the time to review your message elements, the foundations of your communication, and give them structure. Once developed, the three elements will give your business messaging cohesiveness.

Every entrepreneur needs the following:

- ◆ *Seven word identifier—get specific with a one line business explanation.*
- ◆ *Email signature—every on-line communication contains a mini promotional opportunity.*
- ◆ *Recall paragraph—craft three to five sentences that illustrate your firm's essence and achievements.*

These elements form your communication framework; it costs nothing to use them.

Identify your business

Imagine having an introduction that is tried, tested and true. This option is available to you if you choose to define your seven word identifier.

Experts assure us that it's more difficult to be succinct than to be verbose. When confronted with the challenge of a seven word identifier, most business owners freeze or

revert to generalities. Few are ready with a strong statement that is specific, action-oriented and natural sounding.

For example: "ProfitMeister—a monthly newsletter about maximizing your marketing money." Or, "Mary Ellen Merrigan publishes the monthly newsletter ProfitMeister."

Focus your message

Write a short sentence that describes your business in terms of your largest customer segment. Introduce yourself at networking meetings or to acquaintances using this sentence.

To come up with your sentence, I recommend listing benefit statements about your firm. Then, conduct an informal survey to get further input. It's possible that others will help you polish and clarify your seven word statement.

It's amazing how quickly your short statement will cut through the clutter. You'll find that listeners suddenly understand your business.

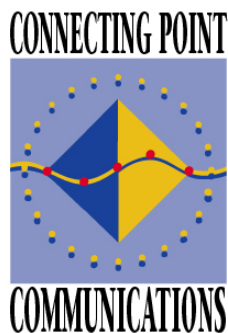
Develop a signature

Most of my clients tell me that they are fielding more than 50 emails daily. Each communication is another marketing opportunity. Begin to upgrade your email image with a signature that advertises your website and business purpose.

"You gave us information that made a key difference."

Elissa Breitbard

Founder &, Past President
New Mexico Spa Association



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If you add only these 3 elements, you'll be prepared for virtually any opportunity.

Once again this is a common marketing tool that many fail to use. Rather than advertising hotmail or yahoo or aol.com in your email address, consider using your business' domain name.

Then, include your name, your business name and contact information in an automatic signature file, making it convenient to do business with you. You've then added selling value every time you send an email. Most programs can be configured to add this signature automatically.

More signature options

One of the ways you can highlight specific aspects of your business is to enhance your signature with a statement. Insert a teaser that promotes a free download on your website, invite people to sign up for your newsletter or highlight an event scheduled next month. There are many ways to add interest and excitement to your signature statement.

Use one line and consider putting it in a different font or color so that it is noticeable. Change this one-liner on a regular basis so that it adds interest.

Recall paragraph

Sooner or later you'll have the chance to submit a longer bit of information for publication. This might be a part of a directory listing or the final paragraph in a press release. Your goal is to craft a short emphatic paragraph that adds credibility and summarizes your business.

If you are a service provider, this paragraph is particularly important because it conveys the heart of your business. It can offer information on your clientele, your specialty or your website. It provides a description that can be easily added to other information and in fact often is.

Your recall paragraph is information that may or may not be printed. The more spe-

cific you can make it, the more effective it will be for your business. One non-profit client focused on number of businesses served and jobs created as a result of their services. In several instances, this tag paragraph, as it is sometimes called was picked up and published.

Example:

Mary Ellen Merrigan owns and operates Connecting Point Communications, a public relations firm. Her monthly newsletter, ProfitMeister, offers tips on maximizing marketing money. She is a speaker, author and consummate entrepreneur. Merrigan was named Small Business Champion of the Year in 2005 by the Small Business Administration and is a past New Mexico Broadcaster of the Year. For more information, visit www.ProfitMeister.com or www.MyConnectingPoint.com.

Conclusion

Start planning your communications foundation today. If you add only the three elements outlined here—a seven word identifier, an email signature and a recall paragraph — you'll be prepared for virtually any opportunity.

More importantly, your communications will become more clear. You'll know that your efforts are working when your customers and associates begin to describe for others what you do. That's the power of words at work. And, after all, that's the point!

To learn more

Request ProfitMeister's Special Report *Replace scared with prepared: 15 ways to check your communications systems*. Email: me@MyConnectingPoint.com.

Let us know what works for you, too. In a future issue we plan to share stories about structures that work for other entrepreneurs. Just email: me@MyConnectingPoint.com.



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