

Let the World Know!
by Lillian D. Bjorseth, president
Duoforce Enterprises, Inc.

It is far easier to build a better mousetrap than it is to let the world know you have built one. Entrepreneurs through Fortune 100 companies wrestle daily with how to come up with the best marketing strategies, those that garner attention and also sell product.

When you can succinctly articulate ... right on the spot ... the answers to the following questions, you will have made a solid start toward selling more services and products ... or yourself when looking for a job or promotion to enhance your career success.

1. What is your/your company's competitive advantage? The objective is to identify specifically what sets you apart from others who sell the same thing or have the same educational or work background. In formulating your answer consider your:

- i. Availability
- ii. Background
- iii. Customer service
- iv. Expertise
- v. Price (salary requirements)
- vi. Quality of work

2. Discuss the vital five Ws and one H you need to incorporate into your marketing messages. You need to be able to share convincingly:

- vii. Who are you?
- viii. What do you do?
- ix. When do you do it?
- x. Where do you do it?
- xi. Why do you do it?
- xii. How do you do it?

3. Describe the important trends in your industry. The objective is to know what changes are happening in your marketplace and your required reactions.

- xiii. What are the trends?

Lillian D. Bjorseth
2221 Ridgewood Rd.
Lisle, IL 60532

630-983-5308
630-983-5312 (fax)

www.duoforce.com
lillian@duoforce.com

- xiv. What is causing them?
 - xv. Will they impact your bottom line (ability to find employment) favorably or unfavorably?
 - xvi. How can you quickly adapt to meet them?
2. **List your three most valuable testimonial sources and how you plan to use them.** The objective is to obtain and use valued third-party endorsements. Sources are:
- i. Satisfied clients
 - ii. Professional associates
 - iii. Executives of volunteer organizations where you have donated time
 - iv. Attendees at professional presentations
 - v. Past employers
3. **List five referral triggers for you/your business.** The objective is to inform others what to listen for to help generate business for you.
- i. Learn to articulate what “pains” you heal.
 - ii. Explain what you do in “lay” language.
 - iii. Vary it for different audiences.
 - iv. Make it as easy as possible for people to help you.

© 2005. Duoforce Enterprises, Inc. Lisle IL

Lillian D. Bjorseth is known nationally for her infectious enthusiasm and her practical, insightful and pertinent content that you can apply on the spot and throughout your life. She’s a people-skills speaker, trainer and author of *52 Ways To Break The Ice & Target Your Market*, an interactive relationship-building tool, *Breakthrough Networking: Building Relationships That Last*, and the *Nothing Happens Until We Communicate* CD/workbook series. She’s a contributing author to *Masters of Networking*. You can contact her at lillianspeaks@duoforce.com, www.duoforce.com or 630-983-5308.

Lillian D. Bjorseth
2221 Ridgewood Rd.
Lisle, IL 60532

630-983-5308
630-983-5312 (fax)

www.duoforce.com
lillian@duoforce.com