

Position your business with power, passion, and purpose!

Gone are [60-Second Commercials](#) and [Elevator Speeches](#). Today, it's all about *positioning*. A good positioning statement quickly captures the attention of your listener and prompts him/her to elicit more information. It starts the conversation. Unfortunately, few statements do that. Many focus on types of businesses or titles, leaving 'what do you do?' entirely up to interpretation. Instead, convey power and passion with a strong sense of purpose – what value do you offer?

Compelling positioning statements are particularly critical for small business. [Robert Bloom](#) says it's all about finding "[your uncommon offering](#)". We call that the *purpose* – or what you deliver and why. Yet, purpose alone is insufficient. Without also conveying *power* and *passion*, a positioning statement falls flat.

The best positioning statements:

- **Are action oriented (*power*)** – not a static statement of facts
- **Tell a story (*passion*)** – links a few ideas together cohesively to create a visual picture of how you work
- **Share a specific benefit (*purpose*)** – not a product listing, but a BRIEF synthesis of results you deliver. That's your 'hook'
- **Are simple and succinct (*all three!*)** – easily conveyed in 30-60 seconds with no jargon

A compelling positioning statement fits your style and personality. It feels natural when you say it. Don't be afraid to draft, test, and edit to fit the circumstances or desired impact. Here's how:

1. **State what you do and its *benefit*** – How do you help?
2. **Write a very short story to illustrate what you do for people or an organization** – Paint a picture with words
3. **Specify your goal or objective** – Do you want a referral, a sale?
4. **Provide details to enhance credibility** – What credentials resonate most with your listener?

Examples:

"We are a firm of lawyers who are hot shot refugees from big firm practice and the costs, rituals and impersonality attendant thereto. We efficiently solve client problems by hands-on close-in attendance to what ails. We seek referrals to deal with business, commercial and national security matters." – [Eisen & Shapiro](#)

*"Do you know that managing internal technology infrastructure and support can be challenging for small and mid-sized organizations? We help organizations deal with that so they can focus on what **they** do best – practice law, run an association, whatever. Our services augment an existing IT team or completely replace it. We provide excellent service **and** make technology a strategic advantage for our small/mid-sized clients – usually those with 20-250 employees."* – [Optimal Networks](#)

And, always:

1. **Write a draft** – don't worry about eloquence – Focus on purpose.
2. **Break it down into parts** – it's just easier!
3. **Put the elements together and sit with it** – Is it coherent and useful? What does it say about your business *purpose*?
4. **Highlight the best parts** – What keywords express *power*? Where do you share your *passion*?
5. **Cut out all unnecessary words**
6. **Test it** – If it doesn't say exactly what you mean (*purpose*), convey *power* and *passion*, and elicit the response you want, return to Step !!



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