

# One Minute Marketer

## Get Specific



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Get specific. Have you ever sat back and thought about what you would do if you won the lottery? Ah...dreams - they are great for the lottery, not so good for marketing plans and strategies. Most often, when you ask someone or yourself what your marketing plans are, you may list several ideas. "We are beefing up our customer service," "I think direct mail is promising," and many

other thoughts. All of those thoughts are just about as good for something as the lottery dream. It is said that goals that are not written down are just dreams.

You plan your expenses in a budget, your strategies in a strategic plan, so marketing that brings in new business deserves the same forethought and attention to detail.

At Marketing and Business Dynamics, we define marketing a little differently than Webster's: we say marketing is "effectively getting your message to your prospects repeatedly." Get specific with your message. If you do not have a firm idea of what your message is, that is the first place to start. Your marketing message should be whatever it is you do faster, cheaper, more creatively, or better than everyone else. That is known as your competitive edge, your "Unique Selling Proposition" or USP. Find out what your USP is and make it the centerpiece of your marketing. If you cannot identify your USP, make one - and fast.

Who do I tell? You know your message; that is whatever you do better, faster, cheaper, than everyone else, your "Unique Selling Proposition." So who do you share that message with - who is your target market? The more precise you can identify your niche within your target market, the better. Consider basing your niche on the top 20% of your current clients. Once you have the group chosen, examine the things they have in common. Be sure to focus on all aspects of the group member's lives; do not limit yourself to their business commonalities.

It is these common traits that likely cause them to need your product or service. You may have to look closely to see any similarities in the group, but rest assured the work will be richly rewarded by the savings a focused marketing effort gives over the traditional shotgun approach.

Go beyond the obvious demographic information such as age, gender, and race. Look for lifestyles and activities that they may share, such as golf, family outings, etc. This information will tell you where your best prospects live, work, and play. Armed with this information, you can put your message in the media found in those places, where it will be seen repeatedly.



David Whitfield is an experienced writer and speaker in the field of Marketing, Customer Service, and Business Growth. For more information on speaker availability or coaching openings, he can be reached at [www.MandBD.com](http://www.MandBD.com)



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