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GROWTH Strategies

Advisory Minute

Your Business Partner for Success

April 2007

Here are 3 WAYS to be a Purple Lion in a brown lion world!

in this article

- **3 Ways To Be A Purple Lion In A Brown Lion World**



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3 Ways To Be A Purple Lion In A Brown Lion World



As a business owner - this may very well be the most important thing you read today!

One of the CRITICAL issues that almost always comes up when I'm in discussions with business owners is - *How to be Unique, How to differentiate and distinguish yourself from the competition, How to remove yourself from just being a commodity, etc.*

Number 1 - Congratulations on identifying the problem, and being aware of that most important need!

Number 2 - Let's do something about it TODAY if you haven't already...

Granted, there are more than 3 ways to be **uniquely different** and **removed from your competition**, but today we'll cover 3 that you can identify with *immediately*.

PURPLE LION #1: Have an unusually compelling offer, or uncommon to your industry promise.

I've found most business owners position their message and market their business very similar to the way their competition does. (Usually not by design - but by default!)

Take some time alone and again with your own "focus group" to ask: "What is a

hesitation of my prospective clients?" "What additional pain could I eliminate from the immediate transaction or long-term relationship with my client that no one else in the industry does?"

I promise you there's something! There's typically several somethings!

AN EXAMPLE: An automobile glass company that worked a deal with a Mexican restaurant. For customers who bought the \$240.00 windshield replacement received 24 months worth of \$10.00 off coupons (\$240.00 worth). PLUS - If you get a chip in your windshield within 60 days of purchase, it's replaced for free!

Where would YOU go to get your windshields replaced?

PURPLE LION #2: Cater to a specified niche or very targeted market.

How many times have you heard - It's much better to be a BIGGER fish in a small pond, than to be the small fish in the BIG pond? Yea - I've heard it that many times too!

So, you're doing that right now in your marketing - right? If so - GREAT! If not, keep reading...

What specific segment of your targeted market could you incessantly cater to, market to, associate with, and give attention to?

You'll still pick up clients from outside that laser focus target anyway - just by forcing major action and ongoing marketing. So, we're not leaving anyone out - we're becoming the BIG FISH in the little pond!

Could you target manufacturing companies inside a large city with 20 employees or less, established dentists with practices 10 years old or older, homeowners living within specific neighborhoods, or maybe specifically men between the age of 35 to 55, or specifically professional women in a certain career field?

PURPLE LION #3: Be uniquely better in how you continually deliver your products or services.

Look within your operation and the way you conduct your business and service your clients, and determine how can you:

- Add more VALUE
- Provide more BENEFIT
- Communicate better to your clients and partners (and prospects)
- Show or demonstrate your service's results
- Educate and inform your prospects and clients

Again, the secret here is *continually*! Anybody can do anything one time or maby a few times.

Think processes, think systematizing and think ongoing! It's not that hard. Just determine what you can do, and make that a nonflexable part of doing business.

AN EXAMPLE: The IT consulting company that proactively sends remote status updates, and potential threats that were blocked to the client. Also, proactively sends helpful, informative & relevant subject material to their clients and contacts.

Please feel free to Forward this on to 3 or 4 of your clients, business partners or networking contacts who can benefit from this information. They'll appreciate you thinking highly of them!

To Your Success!

Stephen Jones operates **Growth Strategies** and provides marketing strategies and a marketing structure for small business owners.

Contact us *TODAY* at **770.601.0949** or **800.261.5034**, via e-mail at sjones@growthstrategies.us or on the Web at www.growthstrategies.us for assistance with your business.

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