

Simple Ways to **STAND OUT** from The Competition

CHECKLIST

- ✓ Have a professional looking website
- ✓ Professional looking marketing collateral
- ✓ Quality images in your business social media profiles, accounts and pages
- ✓ Take advantage of volunteering opportunities that can help you be seen as a leader and a service oriented person
- ✓ Do equal, or more, amount of social media visibility than your closest competitors
- ✓ Model the 'rock stars' in your industry (don't copy their material)
- ✓ Be innovative and original in your industry even if you are offering services and products similar to your competitors
- ✓ Be prepared to have naysayers and possibly haters. Don't let that get to you. When that happens, it's a sign that you are growing and some are uncomfortable with it. Their problem, not yours
- ✓ Dress the part. You are the CEO of your business, dress like the CEO when meeting online or in person in your networking
- ✓ Behave now as if you are already there
- ✓ Fill the gap. Offer what your competition does not
- ✓ Be ahead of the game and think unique to your brand
- ✓ Use multiple social media platforms (just the ones where your potential clients are!)
- ✓ Find opportunities to speak where your potential clients gather
- ✓ Create opportunities to speak to invite your potential clients to hear you (live presentations, podcasts, social media livestreaming, etc.)
- ✓ Be a guest at a podcast where the listeners are your potential clients
- ✓ Avoid cliché words and phrases (i.e. "it is what it is", "take it to the next level", "low-hanging fruit", "attraction", "being authentic", etc.)

- ✓ Make your clients feel more special than your competition would
- ✓ Do something POSITIVE that will get the attention of mainstream media
- ✓ Be public relations oriented
- ✓ Have a blog /vlog (share it and ask others to do the same)
- ✓ Invite people to interview who would be of added value to your business and potential clients
- ✓ Write articles related to what you do
- ✓ Deliver valuable content
- ✓ Be consistent with your branding
- ✓ Be visible on a consistent basis
- ✓ Be aware of which consistency to use according to
- ✓ Keep in touch with people in your database and invite them to invite others to join your list
- ✓ Make it your #1 goal to dominate your space
- ✓ Be personable
- ✓ Have a strategic plan .
- ✓ Be patient and stay the course .
- ✓ Have fun with it!

The more of these you apply simultaneously, the faster your business will grow.

I can't wait to see your business get into the spotlight and SHINE OUT your competition!

xoxo,

Francesca

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