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Your Compelling Value

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"Know thyself!" declared the ancient Greek philosophers. To facilitate real change, you must first define precisely what makes you' you. In just a few lines, a compelling value proposition will clearly and specifically delineate your unique benefits. Ask yourself what it is, deep down, that differentiates you from competitors. Why should people choose to do business with you?

One way to nail down your compelling value proposition is to create a positioning statement, a single sentence that describes the key benefits you offer to your ideal clients. It's a statement that resonates with your target client niche community and acts as a beacon to draw them to you.

Below are a few examples of positioning statements:

- "I help (my niche) make work optional."
- "I help (my niche) make smart decisions about their money so they can spend more time doing what they love."
- "I help (my niche) become wealthy."
- "I give (my clients) peace of mind."

To arrive at your own unique positioning statement, answer these questions:

- What business am I in?
- Who are the ideal quality clients that I serve?
- What are the special needs of my ideal quality clients?
- With whom do I compete for the business of my ideal clients?
- What makes me different from my competitors and would attract my ideal quality clients?
- What unique benefits would my ideal clients receive from me that they could receive nowhere else?
- What should I do to create the perception of being the expert in demand in my niche?

As you formulate your positioning statement, bear in mind that it must do the following:

- Have a strong promise of benefits for your ideal clients
- Offer to solve a problem that already exists in the minds of this group
- Make your offer appear different and better than your competition
- Be short, simple and concise
- Be believable

After you've created your positioning statement, sanity check it by asking yourself these questions:

- What is it I really do?
- Does my message tell the world what I do?
- Do I feel confident and passionate about it?

Be thoughtful, honest and rigorous as you come up with a cogent description of how you add value to your clients' lives. Keep it short and sweet and test it out on your closest friends and allies. If it doesn't have the unmistakable ring of truth when spoken aloud, you're not done yet.