

How to Position Yourself for Success

Even in today's economic downturn your business can not only survive, but succeed – in a big way. But for this to happen, you need to differentiate yourself. Competition is fierce, and you must find a way to set yourself apart from the pack.

If all you do is offer the same thing as a gazillion others offer at a cutthroat price, it will be extremely difficult for you to make it. But if you learn how to position yourself, you will get prospects who are willing to wait for you, and customers who keep coming back. . . which, of course, is all very good for your bottom line.

Knowing how to position yourself is key. It's the way to make the breakthrough you need to reach success. So, how do you go about positioning yourself for success? Here are five steps that will get you started. . .

Find Your Niche

The day of the generalist is over. We're in the age of the specialist. To distinguish yourself from the rest, you need to specialize – or at a minimum, offer something that is clearly different. How do you find your niche? Ask yourself, “In what area am I interested in becoming an expert? And, what am I good at?” And don't forget to ask, “Where is there a hole in the market that I can fill?” See where the answers to those questions lead you.

Demonstrate Competency

As customers come your way, show by your service and handling of them that you know what you are doing. Also, be sure and train others in your operation to do the same. You don't want to bungle opportunities through a show of incompetence. You want to deliver on your promises, and more. This *does not* mean you have to be the best around at what you do. But you do want to secure the confidence of your client as their resident expert.

Care About Your Customers or Clients

This is a big one. When a client is uncared for, he can tell, and most likely won't be back. But if you sincerely care for a customer, she'll love it, and even tell others about you. When you care for those you serve, you will be liked and trusted – which is essential for not only getting business, but keeping it. Competency plus caring will make you a trusted authority. The trick is that caring about your customers can't be faked. It has to be real. It's a character thing.

Become an Adviser

Present yourself as a friendly and knowledgeable adviser – not as someone who merely offers a commodity or provides a service. Become a valued diagnostician and strategist in the eyes of others. For example, don't just be someone who can reliably change the oil and rotate the tires – be someone who can effectively advise when it's right to sink money into the car and when it's time to get a new one. Do this with your customer's best interest in mind, and you will be very busy. . . and paying the bills will not be a problem.

Be an Inspiration

It's well known that people buy for emotional reasons, and then use logic to justify their buying decision. But let's take this up another level. In the end, people want their lives changed. And if people can see their lives changed through their connection with you and your company, you will find yourself in a very strong position. The way to get in that position is by developing those who come

your way. Don't just see them as customers to retain, but as people to develop. Have them walk away feeling smarter and more complete as a person, and they will want to do business with no one but you.

Despite the poor economy, there are goods and services that people will keep on buying. And, those with money are willing to spend large amounts of it in the right place. To benefit from this yourself, you need to position yourself to be in that place.

Follow these steps – and continually evaluate how you are doing with them – and you will find yourself in the position you need to be in to prosper in today's market.

David Bostrom is a copywriter who specializes in information marketing. He helps others understand their value and communicate what they have to offer effectively through a variety of media. You can find out more about him and his services at www.dominion-copy.com.