

What Makes Your Business Special?

Shout your U_____ S_____ Proposition, or your
P_____ A_____.

In order to gain (and keep) customers you must understand who/what you are. When you do, and when you promote that well, you will have the most powerful tool in local advertising.

What is it that you have or do that your competition does not have or cannot do?



The value in having a USP or PA is in its reality, and in its perception!

Determine what you have or what you do, then continue to exploit that in all elements of your advertising and marketing audit!

D_____ : In addition to consistency and thinking long-term, another key element in advertising success is the concept of domination. Few advertisers have the budget to dominate all communications and advertising channels (media).

When you have set a reasonable budget for growth, spend it so that you dominate what your budget can afford.

Dominate Something!