

# 7 WAYS TO STAND OUT IN A CROWDED MARKET



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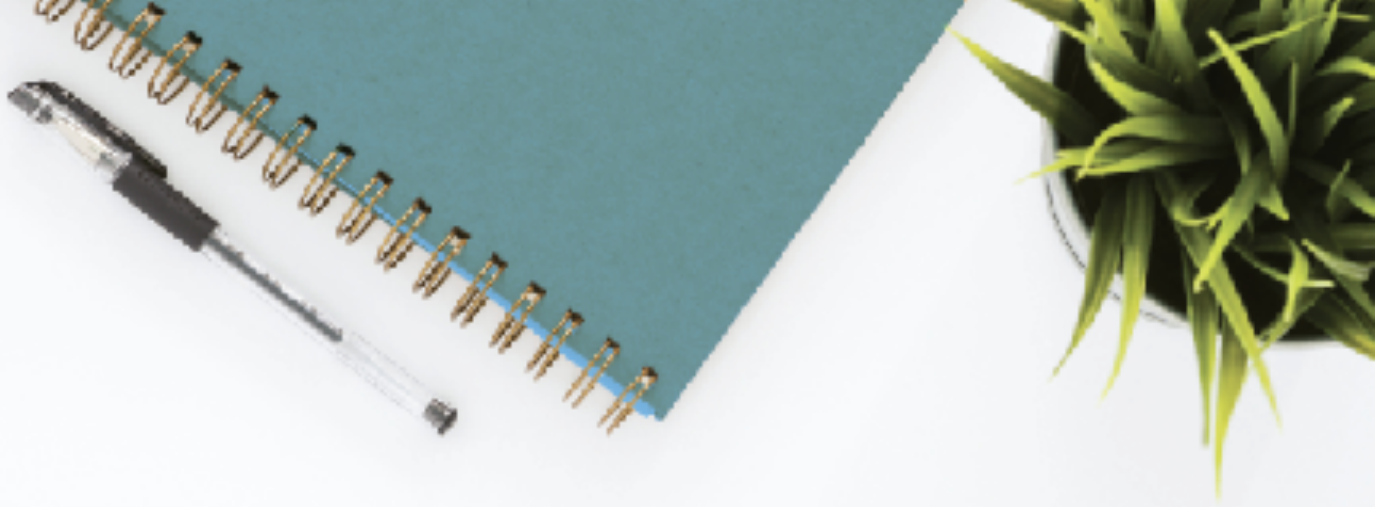


**Your business is not just another listing on Google...**

no, it's your passion and dream with a story that is so much more than trying to make more money and your customers need to see that! While I will admit that my strategy in the very beginning of my business was not perfect, I did begin to notice patterns of what actually began to work with who had already purchased from me in the past and as I continued to dig into commonalities, I was able to craft this overarching approach to reach my main customer.

***So let's dive in to these 7 strategies to make your business stand out!***





# Let's Step Out

## 1. Identify the Problem

To really develop a connection with a customer you have to understand the real reason why they are trying to solve this problem. This is basically their mode of operation. When you understand where they are coming from, your content changes, the way you show up in sales calls and social media changes!

**What Problem Are You Solving?**

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## 2. Determine Who You Serve

Once you think you've identified the absolute deepest consumer problem that your business is solving, go a level deeper! Work to identify the need behind the need. This will give you insight into who your ready to buy customer is.

**Based On Your Dive Into The Problem, Who Do You Actually Serve? Describe Them Here:**

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### 3. Tell A Story

We remember information through stories. Storytelling is where we create connection. See the thing is, telling a story is so much more than just getting personal and putting yourself out there in a way that may make you feel vulnerable. It is showing your ideal customers that you and your business are human. That you exist for more than just to make money. The more that your ideal customers not only see that, but also believe it... the more likely they are to commit to investing in your business.

**What Do You Want To Be Remembered For? What Is The Message You Want To Transmit To Your Audience?**

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### 4. Redefine Expectations

Brands with the best price, coolest product, or most memorable marketing campaign might not have an advantage compared with those that communicate with care, honesty, and empathy, and build trust as a result. In times of crisis, people want to be seen and understood, and they are extremely sensitive to tone and motive. People expect businesses to be sales-y in their approach rather than truly caring about them.

**What Can You Do To Change Their Expectations? How Can You Show Emotional Inteligence and Communicate With Them On A Heart Level?**

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## 5. Show Transformation

Many times your ideal client is so caught up in their problem that they don't even know what is possible! We can so focus on listing benefits of our products or proving that we know what we are talking about. We show that our products work or that we know what we are talking about when we show up as the embodiment of what we are selling. If you are embodying what you sell, all you are doing in your marketing is bringing people along the road with you. You are just showing what you do. So many times we miss this because we take the results for granted.

**How are you currently embodying the results that your client wants?  
How are you living the transformation?**

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## 6. Embrace The Imperfect

Embracing the imperfections of how the business actually runs also allows the customers more of a "behind the scenes" look into the business that stock photography could never convey. Now don't get me wrong, stock photography can be incredibly useful, especially when a business is just starting out or does not have a big budget for professionally created photos. When a customer feels like they are not only connected to a brand through products or services but also through how those products and services come together, they are more likely to continue to support that brand time and again.

**What Can You Do To Add A More "Human" Component To Your Business?**

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## 7. Share Your Story

If a founder has been in the shoes of their target audience and knows that audience's needs firsthand, or if a founder has direct experience working in the category they aim to disrupt, it lends both relatability and credibility. People can connect to the founder's reasons for starting the business, beyond just a desire to make money, which then helps consumers feel better about spending their money.

**How Can Your Content Reflect Your Story? What Do I Want My Reader To Do With This information? How Can I Get Them To Engage With Me?"**

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Using all of this information, I want you to write out a plan moving forward for how you can implement these strategies into your business. Maybe even find something to keep on your desk, computer, or phone to help remind you of why your business exists and the transformation that only you can offer through your business. I know this feels awkward, but when you change your marketing message to serving a person with a problem that impacts everything that they do, you connect with them on a deeper level. Most people won't take the time to do this to the fullest. Don't be most people. **BE YOU.** And go do this thing.



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If you would like to dig even deeper into the topics covered in this guide, then my **Cultivating Your Brand Course** would be a perfect next step for you and your business! You can sign up here: <https://graceschuppdessigns.thinkific.com>