

# 5 Steps To To Strengthen Your Stance

When Prospects Seem Choppy



Want to?

Attract more customers/clients  
Retain sustaining business  
Capture sounder profits  
Use time more wisely  
Reduce stress



Read On ....

# 5 Steps

## Step 1: **Take a Stance:**

*Establish a Value Equation that responds to market needs and prospect desires*

## Step 2: **Spin:**

*Phrase your equation to stand out*

*Sets yourself apart from competitors and convey a true understanding of prospect needs and business drivers*

## Step 3: **Commit:**

*Formalize the equation in marketing collateral; via print media or electronic*

## Step 4: **Connect:**

*Get The Word Out; Distribute / blast message and network*

## Step 5: **Convene**

*Follow-up and adjust accordingly*



# 5 Pit Falls To Avoid

## 1. Clarity & Bias

It is not always easy to see how you're unique, especially when closely tied to day-to-day operations

Outside perspective can help

## 2. Starting Point

When the moment presents itself to get started, and you're not quite sure how, a marketing consultant can help jump-start the process and serve as a guide throughout

## 3. Action

Day-to-day matters get in the way of the best laid plans / intentions and stall progress on longer-term issues

An outside resource to help champion the effort and allow you to focus on your core business

## 4. Timing

Expecting immediate drastic results may not be realistic unless you take a bold and aggressive approach. Temper your expectations with an approach you are comfortable with; changes rarely happen overnight but generally can occur in a 6-week period if implemented with diligence.

## 5. Measures

Although the ultimate goal is to obtain more customers and business, it is not necessarily a cut-and-dry measure of your program's effectiveness.

Establish what you consider success and realistic benchmarks and measures of your program effectiveness; i.e. call / lead volume; referrals; appointments set; close ratio, etc.

# The Liberty Waves Advantage

As A Resource

Experienced multi-talented team

15+ years professional marketing experience

Broad industry knowledge and insights

End-user focused

Exceptional writers for technical and proposal content

Pragmatic human-perspective approach

Skilled researchers

Creative and non-conventional

Service-oriented and deadline-driven

Win-win minded



# Sample Accomplishments

- Motorsports marketing sponsor development program from infancy to \$100,000+ within 3 years
- 2-year marketing program implementation that boosted mid-size firm's \$124 million annual revenues to \$600 million
- 5-year marketing program implementation that supported 20% annual growth and enabled this small firm to triple in size and annual billings
- Preparing winning procurement submittals resulting in professional service fee contracts ranging from \$50,000 to \$10 million
- Coordination of corporate branding program including content-driven website and formal 6-panel brochure in 6-month period

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