

Business Success **Solution**

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BSS

Stand Out to Get Noticed

Blending in and doing the same thing as everyone else is boring.

A repetitive message which is similar to your peers is the safe approach.

When you appear like everyone else, it's impossible for potential clients to differentiate your firm.

Instead of rehashing an old message, aim for something fresh and exciting.

Be bold. Grab attention with something noteworthy.

Create your rant

Basically, a rant is a strong opinion about something which you're passionate about.

My rant is an hourly rate creates a tug of war between you and your clients.

Some industry examples to inspire you.

- The QB download is bookkeeping.
- People think payroll software is a payroll company.
- Anybody can be a bookkeeper if they learn QuickBooks.

- Friends don't let friends use TurboTax.

Claim your rant

- **Contrarian** Identify one practice that is common knowledge, but isn't the best solution.
- **Commentary** You passionately want to educate your community about a better solution.
- **Controversial** Speak your truth to differentiate your firm.
- **Content** The right words to stand out
 - What's the common opinion?
 - Do you agree with what everyone else is saying?
 - What's your unique perspective or solution?
 - Do you have stats or data that backs up your solution?
- **Civil** Remain professional - even if someone disagrees with your rant.

Your rant gets you noticed. And, the RIGHT clients will find it refreshing and attractive.