

What Words Are In YOUR Alphabet?

by Deborah Chaddock Brown

Frequently we attend seminars or work sessions in which we are forced to write down attributes that make us unique. What sets us apart from our competitors in the business world?

Trendy – Quality – Efficient

Perhaps, if pushed, we can manage to think of six or seven phrases. This month I challenge you to come up with a whole new alphabet of traits about you and your business.

On a sheet of paper, down the left column, list the 26 letters in the alphabet, then think of words that describe you and your business beginning with those letters. I'll let you cheat on "x" – just make sure the word has an "x" in it.

It's not as easy as you might think. As you get going you'll think of more than one word for a single letter – examine those words and chose the one that best fits. Pretty soon you'll be down to just a handful of letters that stump you; for me it was J and N.

Here's what my alphabet looks like:

Adaptable	Blogger	Creative	Dynamic	Empathetic
Friendly	Grateful	Helpful	Insightful	Journalist
Knowledgeable	Loyal	Memorable	Nationwide	Original
Productive	Quick	Responsive	SEO Specialist	
Thoughtful	Unique	Value-add	Writer	eXuberant
Young-at-heart	Zesty			

The list serves a variety of purposes;

1. Utilize the words in your marketing copy. We tend to use words that everyone else uses if we just think of four or five descriptors. But by the time you are on word number 23 or 24 you are forced to think of words that really fit YOU in your niche market. Those are the words you'll want to use in your web content and brochure copy.
2. Looking over the words on a bad day will help refocus your thoughts on why you are in business. You DO offer something unique and of value – here's the alphabet to prove it!
3. Have your entire team complete the exercise – it will make for a fun and feisty conversation when people share their differing alphabetic views. This will also help you gain an understanding of just how clearly your employees understand the value of your company/department.

Need help with your alphabet? Call me: 330-414-8792

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StumbleUpon Great Web Sites

In the olden times, the gray and dark days before computers, I would love to go to the library and let my fingers do the walking through the card catalog. I would select a wooden drawer at random and pull out the box, take it to the nearest table and riffle through the carefully written 3x5 cards to see what mysteries that portion of the alphabet had to offer.

We've lost that discovery to some degree – until now. www.StumbleUpon.com is a great way to explore and find things you didn't even know you wanted to find. It's free to join – just set up a user name and password and select a few areas of interest. StumbleUpon will add a link on your tool bar and you click and it will give you a Website, White Paper, Blog or PDF that pertains to your areas of interest. With each click, you'll find a new treasure. Kind of like the "shuffle" selection on your MP3 player – except that with your player you know what music you've down loaded.

I have found a great number of mysteries and treasures through StumbleUpon. Check it out.

Where is Deborah Speaking Next?

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|----------|------------------------------------|
| April 18 | Earning Customer Loyalty 11:30-1pm |
| | Tallmadge Center |
| April 19 | Marketing Your Business Workshop |
| | 8am – 1pm |
| | Hilton Garden Inn |
| | Twinsburg Chamber Event |
| May 8 | Reaching Your Target Customers |
| | 9am – 12pm |
| | Portage Lakes Career Center |

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