

# The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

"Is Your Branding Outdated? and Turning Your Marketing Message Upside-down."

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So the dreaded day we all hate most has come today for me ... BIRTHDAY!!! I guess I should not complain much since I do have my health, family, friends, and great networking associates. :o) Thank all of you for being in my life and be assured I will be there for you forever as well.



The weather should start to warm soon which means more and better networking events to come, be sure to have fun and enjoy as many as your schedule allows ... see you at them!!!

Happy Networking !

*Chad*

"The NetworkING of Pittsburgh"

## About Us

To encourage and promote the growth and success of other business owners. We offer the benefits of years of experience creating the solutions to the problems that are often roadblocks on the path to success.

Instead of enjoying their professions, many business owners are feeling overworked and understaffed. **The Write Plan, LLC** can help you reclaim your original vision by offering friendly, collaborative assistance on large and small projects.



### NEED HELP PROMOTING A NETWORKING EVENT?

If your event would be of interest to entrepreneurs and small business owners please submit your event information for inclusion on the monthly networking events calendar by [clicking here](#).

### HAVING TROUBLE TELLING OTHERS YOUR BUSINESS EXISTS?

If you would like **over 2,400** other businesses to find your business monthly, why not [advertise](#) within this newsletter.

### HOW DO I SIGN-UP TO RECEIVE MY OWN COPY OF THE NEWSLETTER?

If you are looking to receive your very own copy of this newsletter each and every month please submit the form on our webpage [http://www.thewriteplanllc.com/Monthly\\_Newsletter.html](http://www.thewriteplanllc.com/Monthly_Newsletter.html)

### FEEDBACK, QUESTIONS, OR COMMENTS?

Please submit feedback, questions, or comments on the Request Form webpage [http://www.thewriteplanllc.com/Request\\_Form.html](http://www.thewriteplanllc.com/Request_Form.html)

### GUESTBOOK

Tell us what you think of our services, newsletter and networking calendar by [clicking here](#).

## Do I need to realign my consulting practice for the times? I have a strong reputation for top line growth but it seems all people want these days is cost cutting.

A brand is a promise of what you can and will deliver for clients. It takes time and resources to establish a brand and once, established, more time and resources (and performance) to maintain. There will always be reasons, regardless of the size or focus area of your practice, to chase after a sizable revenue opportunity. Especially when the economy slows, a call from a past client or prospect asking you to advise them in an area outside your brand is tempting. But the offer is not as attractive as it may seem.

You can compete on specific criteria, usually quality, cost, speed or variety, but not all. If you are known for quality or cost, but not variety, once you start to take on engagements outside your area of specialization, you weaken your brand. Now you are known as someone who will do just about anything (even if you do it well) and start to become a commodity. There are plenty of companies who are still looking for top line growth and, sooner rather than later, there will be a lot more.

**Tip:** Redouble your efforts to locate growing companies and position yourself for an economic recovery. Respond to offers to do work outside your reputed areas of expertise with the comment, **"I appreciate your confidence in my abilities but you are asking for services outside my area of specialization and I think you would be better served by someone who specializes in this area."** Even better if you can recommend a few firms who can provide these services. Your brand remains intact and is now even stronger in the eyes of the person who requested services outside your specialty.

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## What are some ways to reach clients when they are so focused on a defensive posture? I know we'll all come out of this eventually, but my positive message of opportunity is not getting through.

Maybe you just need to stop fighting against how your prospects are feeling. They feel what they feel and it's not up to us to tell them they are wrong. We can present facts about our services, our expertise, our satisfied clients and our potential to do great things for them. However, we would do well to recast our message in terms to which they are now tuned.

This is not a trivial exercise. It is not a global search and replace on a word processor to replace "build your market" with "defend your current customers." **Be creative in how you recast the bad news in the market into good news related to your services.**

**Tip:** Instead of starting with your brochure and your elevator speech, start with what is on managers' minds. Look at consumer and business confidence reports, business magazine, Conference Board or trade association press releases. What do they say is the typical executive's greatest concerns? Use those as talking points and describe how, with your help, you can address the very things they fear most. Turn the message upside down.

# Advertise here



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