



Your Business Alphabet

Key words and phrases are important to identify when preparing to communicate your unique value proposition.

Think through potential key words that your prospects might consider when looking for your products/services. Identify one word for each letter of the alphabet (with "x" just make sure the words has an "x", i.e. Exuberant.) Get creative—use

a Synonym Finder if necessary.

A		B	
C		D	
E		F	
G		H	
I		J	
K		L	
M		N	
O		P	
Q		R	
S		T	
U		V	
W		X	
Y		Z	

Now narrow your unique value proposition down to seven words. Jay Conrad Levinson, “Guerilla Marketing” expert and author, suggests that to be memorable your unique value proposition needs to be short enough to be remembered:

These key words and phrases should be incorporated into your website content, your 30-second commercial, your marketing material and the sales conversations you and your employees have with prospects.

A Marketing Challenge!

Ah—but to be a *mantra* that your employees and customers will completely associate with you (think NIKE “Just do it.”) it needs to be THREE WORDS. Can you do it?
