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# Waiting for the phone to ring is NOT a Strategy for business success

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To attract the most desirable and most profitable business, most professional services providers need a program of outreach to the prospective clients they could best serve. Such a program needs to be discreet and tasteful, and it needs to generate interest in your firm.

The cornerstone of such a program is Positioning; the most powerful, provocative messages about your firm that you could hope to get into the minds of your best prospects. There are typically four to six messages in a

Positioning Statement. If you haven't worked to hone those four to six messages - and if you and your colleagues don't agree on what your messages are -- you're probably all saying different things, and thus making no impact.

In fact, you're likely saying pretty much what your competitors are saying, so there's no competitive differentiation. Know your Positioning Statement, hone the messages, and deliver them consistently!

Coffee News allows you to position your business, lock out your competitors and deliver a consistent message every week!

