

What makes 'YOU-nique?'

By Bob 'Idea Man' Hooey

*"To my customer; I may not have the answer,
but I'll find it.
I may not have the time,
but I'll make it.
I may not be the biggest,
but I'll be the most committed to your success!"*

In a world of increasing "me-too's" and "sorta-like's" and "ditto's" - what makes you stand out from the crowd? What 'YOU-niqueness' do you bring to the marketplace that will make your potential customers want to deal with you and return time and time again? Are there things you do that your customers aren't expecting?

Take a few minutes and give some creative thought to these questions. Analyze your answers, for in them are revealed, the secrets of your eventual success and competitive edge.

- What do I provide my customers that **they can't get everywhere else?**
- What can I do as follow-up as **a thank you** to people -- even those who don't buy from me now?
- What can I **say or give** to my customers that will influence them to remember me and the experience they enjoyed with my firm?
- What **'extra-unexpected-value'** can I provide my clients after they buy from me?
- What can I give my customers that will **totally amaze** them -- something they would never expect?
- How can I **build long-term relationships** and communicate with clients and their families that will influence them to remember me for years to come?

Based on careful thought -- what changes will you commit yourself to making which will ensure these 'You-nique' factors become part of your daily operation?

When will you start? Now might be a good time!

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