



## Standing Out as Outstanding!

**F**ace it...it's a "noisy" world out there.

The average U.S. adult gets exposed to 2,000 marketing messages a day. Hundreds of candidates vie for individual job openings. Emails crowd our inboxes. Information from the Internet, television and printed media saturates our lives.

"Your success depends on whether you quickly capture your target audience's interest," writes Sam Horn, in *POP: Stand Out in Any Crowd*.

And she means quick! As in 60 seconds or less.

This remains true whether you are: promoting a campaign or cause, interviewing for a position, pitching a book, talking to prospective clients at a trade show, creating a website or commercial, competing for a contract, launching a new product or other endeavors.

It's not just about getting heard through all the noise. It's about being remembered.

The best way to do that, according to Horn, is to use words—written or spoken—that are at once purposeful, original and pithy (the "POP!" of her book title).

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Herdlinger Associates provides the vehicle to help people expand and develop the skills and attitudes necessary to achieve a higher degree of success both personally and professionally.

Our programs incorporate attitude development, goal setting and skills development into a process that results in greater utilization of the potential inherent in all people.

We help people create a plan that enables them to balance the profit motives of their business with the personal motives of their lives.

Our professional staff is committed to a common purpose:

**Developing People  
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These may seem obvious, but many people have great difficulty articulating the purpose of their product or job search. And they drone on for far too long with words that are lifeless, bland and like everything else you've ever heard.

The first step is to get clear about what it is you're promoting. Some of the questions marketers typically ask are just as good when applied to a cause, a person or a product—questions such as: What problem does \_\_\_\_\_ solve? Why is \_\_\_\_\_ worth buying/trying? What might be some objections to \_\_\_\_\_? What is the exact action I want people to take?

Originality is where the fun really begins. In her book, Horn offers a variety of techniques that help to tease out the names and messages that stop people in their tracks and have great sticking power. Working with the techniques has more the feel of a family game night than work.

For example, there's the Alphabetizing technique, in which you run a key word through the alphabet and make a synergistic change to the first letter or syllable of a known word. This technique is responsible for such brands as "Go-gurt" (yogurt in a tube), "Daddle" (a parent-sized saddle for youngsters who want to ride Dad like a horse) and "Smitten" (a mitten built for two, to accommodate holding hands in the cold).

You can also play with clichés and word spellings, up-end assumptions, link something/someone unfamiliar to something/someone familiar, and much more.

Finally, be pithy, meaning be precise and concise. People need to get your message in the briefest amount of time possible. Just as taglines should be no longer than seven words, your response when someone asks you "What do you do?" or "Why should I buy this?" should not be much longer.

To coin a pithy phrase that has made millions... Just do it!

## the **10** Year-End Review Questions

As the year speeds to its end, we begin to prepare next year's budget and plans. But don't forget to take stock of your personal challenges and accomplishments THIS year. Here are some questions to ask yourself:

1. What have I accomplished this year? Be specific. Write it all down. Schedule some time to celebrate this!
2. What have I learned this year? What skills did you pick up? What emotional lessons?
3. What got in my way? This is where your work will be next year. Be honest if it was your own self that got in the way.
4. Who contributed to my successes? What can you do to recognize these members of your personal or professional team?
5. What mistakes did I make, and what did I learn from them? Writing these down is a good refresher for what not to do next year.
6. How was my work consistent with my values? What will you do with the inconsistencies?
7. Where did I not take responsibility? Sometimes this is easier to see with a little distance from the actual event.
8. How did my performance rate? Give yourself a letter grade or a 1-10 score.
9. What do I need to let go of? Doing so can help you move much more lightly into the new year.
10. What was missing for me this year? How can you incorporate them into next year?