ABOUT THE BOOK
It's tough, but true. The people you're trying to communicate with, sell to, or convince don't really care about you or your offer, until they understand exactly how it will benefit them. If you recognize that one hard, cold fact, and you know what to do about it, you'll make more money, achieve greater success, and even have more fun!

RESOURCES
For more info on how to craft your own So What? Positioning Statement and to learn more about how to communicate what matters most to your audience, please go to www.sowhatbook.com.

This book can also be found on www.amazon.com and has been given a 5 star rating!
Example 5 - Mom  Do you know how so many people in our culture only value the work they get paid for?

Well, what I do as a Mom is help create an environment for my children that helps them grow and develop into great adults.

Example 6 - Presentation Coach  Do you know how so many people don’t like speaking in public?

Well, what I do as a Presentation Coach is help people create a compelling message they can learn to deliver with ease and confidence.

Example 7 - Professional Organizer  Do you know how so many people are overwhelmed by all the paper in their life?

Well, what I do as a Professional Organizer is teach people a simple, 3-step process so they know exactly what to do with every bit of paper and can always find it when they need it.

Example 8 - Recruiter  Do you know how so many people would love to have all the benefits of a big company and the freedom to be an entrepreneur?

Well, what I do is show people how to reinvent themselves so they can have both.

Example 9 - Financial Advisor  Do you know how so many investors are worried out outliving their income?

Well, what I do as a Financial Advisor is help investors create guaranteed income solutions that will provide an income for life.

Example 10 - Technology Entrepreneur  Do you know how many businesses have a Chief Technology Officer to help them navigate the complexity of all the technology today?

Well, what I do is work as a personal, Chief Technology Officer for companies. I help them leverage their technology so it always runs at maximum efficiency.