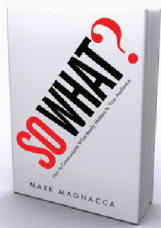


SO WHAT?

HOW TO COMMUNICATE
WHAT REALLY MATTERS
TO YOUR AUDIENCE



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.

TOP 10

SO WHAT? POSITIONING STATEMENTS

BY MARK MAGNACCA,
CEO OF INSIGHT DEVELOPMENT GROUP & AUTHOR OF *SO WHAT?*



EXAMPLES

1

DENTIST

Do you know how so many people don't like going to the dentist?

Well, what I do is practice such a gentle form of dentistry that you don't even realize you have been to the dentist until you see how great your smile looks.

2

CPA

Do you know how so many CPAs are just focused on making sure you pay the right amount in taxes? Well, what I do is different because I focus on helping you grow your business profitably by asking the questions no one else asks.

3

FINANCIAL ADVISOR

Do you know how many people spend more time planning for their vacation than planning for their retirement? Well, what I do is help my clients plan for the longest vacation of their lives ... their retirement.

4

LAWYER

Do you know how so many people dislike calling their lawyer because they don't know how much it will cost them every time he picks up the phone? Well, what I do is act as a business advisor for my clients to help them anticipate and avoid problems so they don't need to worry about the money whenever they call me.



INSIGHT DEVELOPMENT GROUP

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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.

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.

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.

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.

9

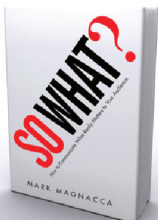
FINANCIAL ADVISOR

Do you know how so many investors are worried about 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.

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.



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