

Can YOU Make a Difference?

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Can YOU Make a Difference?

By Chrissy Redmond

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From the Humane Society to the Red Cross, there are many non-profit organizations that change many people's and animal's lives. Many volunteers are needed to help the organization be a success and while kids are too young to be a vet or a doctor the world wide web is our generation's tool! For business, information and just keeping in touch the web has become a common way to communicate.

In the next month or two, www.catholicschoolkid.com is going to have a new web page. The page will be focussed on making a difference in other people's lives. I will be publishing a book (e-book) on the web that will show step by step instructions for creating your own web site. If you follow the daily steps, within a month you will have your own web so that you can make a difference too. (Our proceeds go to help pro-life causes.) Your work can help non-profit organizations like:

Humane Society
American Heart Association
National Cancer Society
Hospice
Make a Wish
American Red Cross
Paws for a Cause
Leader Dogs for the Blind

This page will also have links to your web so we can promote your new site!

Visit us in a month or two and start making a difference. For more information e-mail me at:

<mailto:info@catholicschoolkid.com>

Chrissy Redmond is one of the creators of <http://www.catholicschoolkid.com>, a site dedicated to raising funds for pro-life causes. You can learn more by visiting the site:

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<http://www.catholicschoolkid.com>

What's really different about your company, product or service?

By Jim Logan

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Assuming you're not the only company on the planet that provides products and services similar to yours, what is it about your offering that's unique? As with benefits you offer your customers, your uniqueness needs to be tied to things valued by your customer. Your uniqueness is your `orange'...your `orange' as compared to other's `apple.'

Being different only counts to the extent your target customers acknowledge the difference as a benefit. For example, if your difference is that you support 1000+ color choices for your `widgets' however, your target customers only buy or care about 4 basic colors, then your difference in having 1000+ color choices is of no benefit to your customer and has little to no market value.

Your difference has a shares space with your benefits as the ground you stand on to compete for your prospective customer's business. The things you highlight as differences are the items you most want to compete on and are in effect `traps' you set for your competition.

Look for difference in your offering that is tied to the use of your product and service. Your difference is your unfair advantage over your competitors. Another way to look at it is your benefits are what your customer gets from your products or services; your difference gives cause as to why your benefits and solution are unique.

Remember...Difference without benefit is of no value to your customer. Be sure to highlight difference that is recognized by your customers as benefits they are willing to pay for.

Jim Logan is founder of Accelerate Business Group, LLC, a revenue growth company. Accelerate Business Group partners with their customers to build revenue the only three ways possible – getting more new customers, increasing the value of your average sale, and getting more repeat business. Jim can be reached at <http://www.jslogan.com>.

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