

Dandyline Designs Studio Presents...

10 WEEK CHALLENGE - MAKE YOUR BUSINESS

Remarkable

According to marketing genius Seth Godin, being different from your competition is not the same as being remarkable.

"Remarkable has nothing to do with the marketer. Remarkable is in the eye of the consumer, the person who 'remarks.' If people talk about what you're doing, it's remarkable, by definition.

The goal, then, isn't to draw some positioning charts and announce that you have differentiated your product. No, the opportunity is to actually create something that people choose to talk about, regardless of what the competition is doing."

We've compiled a list of proven successful patterns to help your business create something that is mention-worthy or 'remarkable'.

Week 1. Top Ten Lists

Share information with your audience that would be helpful to them. An example for our audience may be "Top Ten Fonts Used in Logo Design"

Week 2. Interviews

Find a past customer, industry specialist, friend or family member you can interview and share their answers. An example for our audience may be interviewing a trademark attorney and reviewing the differences between copyright and trademarks. This may be useful and valuable information for some of our audience.

Week 3. Reviews

Review other businesses, trends, policies, etc. This is not testimonies of your business. An example is a restaurant that reviews its customers. They post the reviews online, share it with the customer, and what do you think the customer does? They share it on their pages, ultimately providing marketing for the restaurant.

Week 4. Try This a.k.a. Recommendations

Educate your audience as a professional in your industry. They will be grateful for your recommended solution. An example may be "Want to get more facebook likes? Try this..."

Week 5. The Five Reasons

People love quick little lists of grab-and-go information. Example: "Five Reasons why you should use blue instead of red in a health industry logo."

Week 6. Step-By-Step / How-To

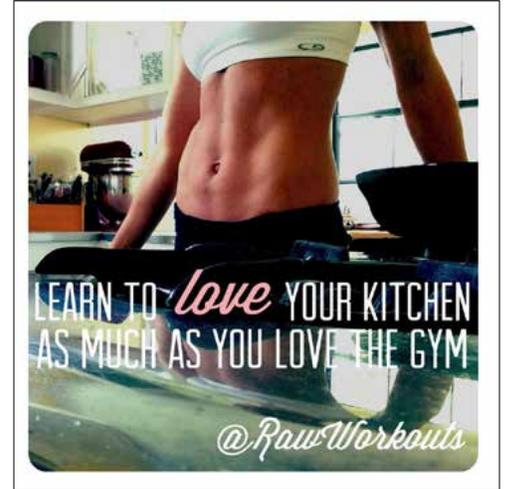
Put your clients at ease with a quick 'step-by-step' related to your industry. An example for our audience may be "3 Steps to finding and buying your website domain name."

Week 7. List of Links

Most websites have a tracking system to see where their website visitors are coming from. If other websites see you are linking to them, and they think you are doing something remarkable, they may link back to you on their website.

Week 8. Image Quotes (see image sample - right)

One of the quickest growing social media sites today is Pinterest. The average user spends up to 90 minutes a day on the website. Quote images are extremely effective and a fun way to connect with your audience. An example to the right is our client (myrawworkouts.com). They post images that are relevant, inspirational and effective in marketing their business.



Week 9. Presentations

Take advantage of any opportunity to receive to speak in detail about your business to an audience. This can be in person, or using an online presentation housing software. This was a great article of options for online presentation hosting options: <http://goo.gl/9esvKO>

Week 10. The Selfie

Nope, we are not asking for the awkward bathroom mirror 'selfie' shot. This means spend a few minutes on a quick video of yourself, or your team, talking to your audience. Short, simple and direct. A couple samples would be to talk into the camera and answer a common question, or do a virtual tour of your office or retail space, or share a quick story on your business and the value of your services. We love the Q&A videos at Spoon Graphics's Blog. Visit this link to see a sample of how simple an effective video can be: <http://goo.gl/KguPd3>

The most important part in making the above methods effective and *remarkable* is to SHARE THEM! Once you have completed any of the items above, it will do no good on your computer desktop or scribbled in your notebook. Get it on your website, blog, facebook page, linkedin, pinterest, etc. Get others to share your content, and make remarks about it.

Dandyline Designs specializes in creating websites that our clients can edit using WordPress as a CMS (Content Management System). If you are stuck at the "sharing" step, contact us and we can help you get your *remarkable* content out there...



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making visions a reality, one pixel at a time...

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