

# 5 Tips To Stand Out From The Crowd On The Internet And Promote Your Fab Factor



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Hi, my name is Cathy Goodwin. Welcome to **5 Tips To Stand Out From The Crowd On The Internet And Promote Your Fab Factor**

You're about to discover the secrets of creating a promoting yourself as a unique, one-of-a-kind resource – the service professional who's the only game in town as far as your clients are concerned.



You'll get answers to these 5 questions every business owner needs to ask:

Why do so many businesses end up with a me-too, cookie cutter strategy instead of branding on their Fab Factor?

What are the 3 biggest problems that arise when you don't know your Fab Factor and don't know how to use it?

How can I promote myself to stand out from the crowd without being pushy, sales-y or obnoxious?

What is the single biggest mistake most business owners make when promoting themselves based on their Fab Factor?

What is the single most important copywriting strategy to communicate my Fab Factor?

Also, if you're serious about finding and applying your own Fab Factor to get more targeted clients and more sales with less work, [click here](#).

Enjoy!

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## Why do so many businesses end up with a me-too, cookie cutter strategy instead of using their Fab Factor to stand out from the crowd?

Your “Fab Factor” just a fun term for the unique qualities that allow you to create a powerful presence in your field, setting you apart from the crowd. It’s a way to transform the “What makes you great” question into a powerful statement that reaches the heart of your target market. It’s a way to get clients to see you as the only game in town.

So why do so many businesses choose to go vanilla when they could be promoting a unique, delicious one-of-a-kind flavor?

**Reason #1:** Their business model is set up to be low bidder and they like working by the numbers. If this model works for you, there’s little reason to change.

**Reason #2:** They honestly think they’ll look more professional when their websites look like everybody else’s. Most lawyers have stock image photos and pictures of law books and gavels. Coaches show people talking, laughing and playing. If you’ve got a steady business from referrals, it’s not a big deal. But you’ll find that many clients will hire a firm that stands out from the pack, in a good way.

**Reason #3:** They’re genuinely convinced that everybody in their field offers more or less the same service and same quality. They don’t see how they’re different. When they work with a marketing consultant or copywriter, they’re surprised to realize just how much they offer their clients.

Usually their Fab Factor is something they take entirely for granted, buried on page 23 of their websites. Yet once it’s discovered, your marketing will never be the same.



**Expect your “fab factor” to change as your business grows**, as you evolve professionally and/or as you just decide to move in new directions.

For instance, the whole notion of “fab factor” didn’t occur to me until I realized I tend to “coach the uniqueness” out of my clients, often taking their marketing strategy in new and profitable directions.

## **What are the 3 biggest problems that arise when you don't know your Fab Factor and don't know how to use it?**

Following the industry may seem to be a safe, risk-free strategy – but in fact you almost always encounter these 3 problems:

### **Problem #1: Ho-hum vanilla promotional content makes it hard to engage with clients.**

One of the most common ways to become a commodity is to use phrases and promises that are widespread in your industry, such as, “take it to the next level.” Sometimes we see promises that people in *several* industries could make, such as “reduce tension,” “get rid of aching back pain,” and “grow your business by adding clients.”

### **Problem #2: Your networking contacts and professional colleagues deal with you as a category – not an individual business – so you don't get referrals.**

Many networking groups (such as BNI and LeTip) encourage this style of thinking because they insist on including just one person in each field. If you're a financial planner, and the group already has one, you can't join.

Subtly, these groups are saying, “Okay, Ken is a financial planner. Go out and promote him! He's as good as any other financial planner out there.”

Or, “Jennifer is a web designer. If you need a new website, call her.”

So I would think to myself, “No way! I already have a planner I like. Why get involved with Ken?” In fact, Ken may have a Fab Factor that works perfectly for me.

**Problem #3: You try to use the “lowest common denominator” marketing strategy instead of striking out on your own.** That's why the advice to, “Just do what I did” often doesn't work. You need a custom strategy to fit your unique fab factor so you stand out from the competition.

## How can I promote myself to stand out from the crowd without being pushy, sales-y or obnoxious?

Often business owners will try to describe themselves with adjectives. For instance:

“I have the skills, training and intuition to help you reach your goals.”

A better way is to show, don't tell.

Simply saying “exceptional, responsive service” does not really say anything. Everyone claims to be better than everyone else, or to offer “good quality”, “exceptional” etc.



It's about *demonstrating* to the prospective customer HOW your service is “exceptional”, or what makes it “good quality”.

The best way to do this is by sharing your stories. But you have to choose your story with care.

For example, some stories demonstrate just how you helped your clients get past obstacles and ultimately reach their goals. For instance:

For instance, a client “Teresa” tells me, “I help managers become strong leaders.”

When we talk to Teresa, we get some stories we can work with. For instance:

“Stewart was a wishy-washy wimp before attending our seminar. Nobody would listen to him at meetings. They talked through his presentations. We worked with Stewart using our proprietary 5-step program. We showed Stewart how to build a presence, not just improve his speaking skills. Now when Stewart walks into a room, people respond immediately, often before he even says a word. And they'd never dream of chatting while he's up there talking.”

This story shows how the client works with managers who want to become strong leaders. We would fine-tune this story and also develop other stories to demonstrate why Teresa's company is unique in working with clients. We'd also come up with stories to show the source of Teresa's credibility and explain clearly the kind of service she offers.

No boasting – no sales – no hype! Just good stories.

## **What is the single biggest mistake most business owners make when promoting themselves based on their Fab Factor?**

Many business owners think “standing out” means creating a symbol or logo. Or they think they’ll have to define themselves as “amazing.” In practice, differentiation comes from understanding how you are truly, genuinely unique.

There are dozens of ways to set yourself apart. For example:

You can be the only game in town who delivers special benefits to a specific niche because you have insider knowledge. A retired medical doctor now coaches physicians and other healers on dealing with stress. A former Human Resource professional now coaches job seekers on writing resumes with an insider twist. A life coach who’s a lifetime horse rider creates an empire by developing equine-based confidence workshops.

Notice how authentic these differences are. You don’t have to struggle to isolate some arbitrary point of difference.

I’ve run across professionals who try to differentiate themselves based on their hair color (“blonde consultant”), height (“shortest consultant”) or even hairstyle (“curly-headed”). Those examples are extreme but many people look for simple, obvious qualities based on looks or personality.

The key is to stand out based on some element of the way you serve your client, not based on some personal trait that’s not relevant to your service delivery.

## **What is the single most important copywriting strategy to communicate my Fab Factor?**

Why do we watch news magazines like 60 Minutes and Nightline? Why do popular magazine articles focus on specific people instead of abstract ideas?

The reason is ... we're hooked on stories about specific people. That's why gossip is so popular, about people we know or people we just want to know more about.

For example, the Wall Street Journal once featured a story about corporate parking lots. Yes, parking lots. Could you find a more mundane, boring topic if you tried?

But the WSJ is not written by fools. The writer opens with the story of Dave, who earned the right to park his midnight-blue Porsche 911 right next to the entrance. He is Number One in sales. And everybody knows it.

Specifics: Dave, Porsche, blue, sales. We've all known people like Dave and now we can relate to the story, whether we cheer for Dave's sales "wins" or wince at the corporate ego structure.

Many marketers of services opt for vague, general tag lines, promises and copy. For instance, one service organization's Facebook page promises to "give every woman the opportunity to explore her full personal and professional potential."

That's way too vague. Here are some stronger examples:

"I specialize in working with women who are frustrated because they feel they're constantly pushing a boulder up a never ending mountain."

"We know secret ways to make healthy food taste so good you feel sinful as you eat it."

"Our book gives you the secret handshake to connect with publishers and editors."

Being specific will be especially important when you are targeting a high-end market. Ever notice how BMW and Porsche share all kinds of technical information in their print advertising? They even tell you all the fabrics and materials used in the interior.

So there you have it. This content-rich free report shared some very solid information that you can use immediately.

But there's only so much I can share in this free report. This is just the tip of the iceberg when it comes to standing out from the crowd and promoting yourself with your Fab Factor.

So if you're serious about creating your own strategy to promote yourself as unique so you get clients who view you as the only game in town, then you need to check out the Fab Factor training program. [Click here to get started](#).

