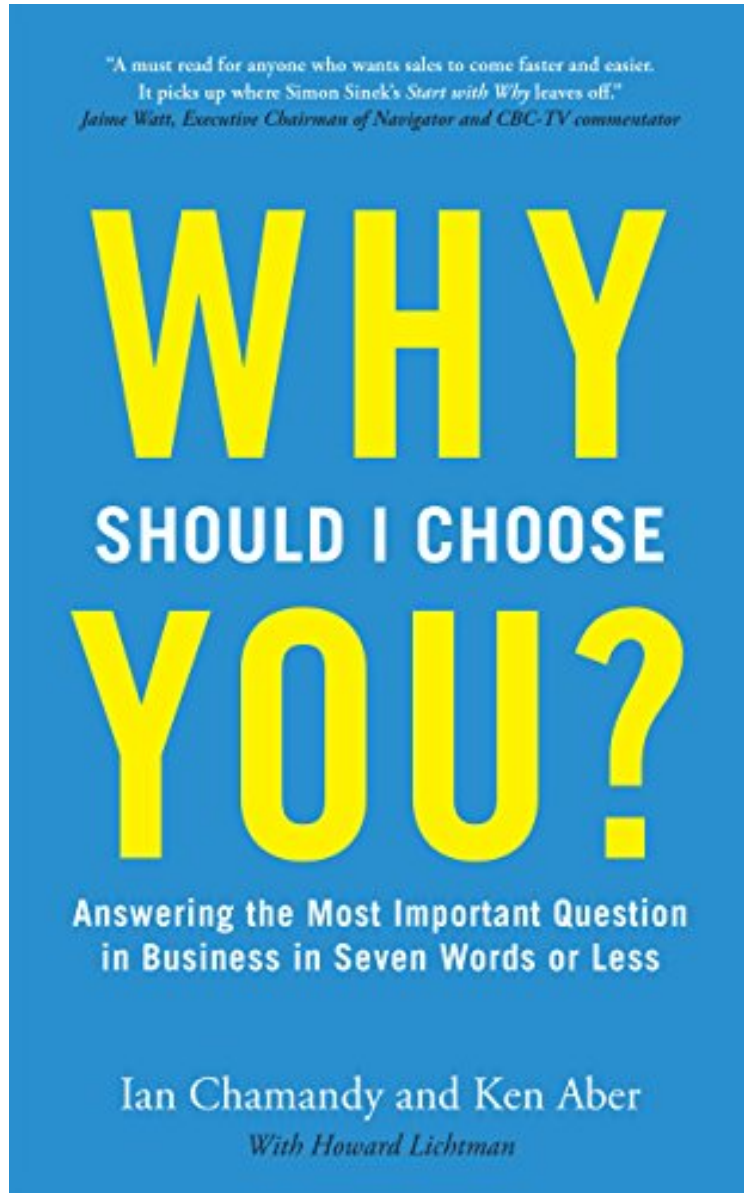


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## Why Should I Choose You (in Seven Words Or Less)?

*Ian Chamandy, Ken Aber*  
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**Ian Chamandy, Ken Aber : Why Should I Choose You (in Seven Words Or Less)?** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Why Should I Choose You (in Seven Words Or Less)?:

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they all sound the same. In the past, you could get away with that because there was so much business to go around and consumers were less discerning. Today, it's a much more competitive world and this means you must find a way to become "uniquely remarkable" or else resign yourself to commodity level income. Ian Chamandy is the co-author of the incredible book, *Why Should I Choose You?* He was on my podcast and we took a fascinating look at how to answer the "why should I choose you" question in, get this, seven words or less. In fact, Ian says this is the most important question in business because answering it will shape every area of your business, not just sales and marketing. I run into advisors all the time who struggle with trying to articulate what makes them different and how to answer the why should I choose you question. Fortunately, Chamandy and co-author Ken Aber have created a roadmap to help you figure it out. I strongly encourage you to order the book and learn more about Chamandy and Aber's process by visiting their website. 0 of 0 people found the following review helpful. In our lives we have so many choices to make ...By Nazia Qidwai In our lives we have so many choices to make our lives more stressful and overwhelming but how do business target us? What is the strategies a business use to attract sell to customers? This book helps businesses target specific words to help them sell their products/services. Answers the questions why a customer should buy your product/service. If you use the words it is quicker easier to sell your product. You can actually use 7 words or less to set yourself apart as a business. it will provide invaluable advise and strategy for all size of businesses whether small or large or simple entrepreneurs in any industry or market. The book includes case studies to support your learning from this book. 0 of 0 people found the following review helpful. USPBy Sandra George Food for thought. Helps businesses get clear on their USP

How to answer the single most important question in business and life Why should I choose you? That's the question every customer asks every single time he buys a car, picks a shampoo, or chooses a distributor, a brokerage house, an animal hospital or a hairbrush. Sometimes the question is spoken out loud; other times it's subliminal. But the fact is that every product, service or decision is a choice. And often it's a choice we make within seconds. Ian Chamandy and Ken Aber understand just how essential that choice is. Their Toronto-based consulting firm, Blueprint, helps businesses define their specific promise--the one thing that sets them apart from every other organization that does more or less the same thing--in seven words or less. Their blueprinting process has produced extraordinary results for organizations big and small, in all sorts of industries, in both the for profit and not-for-profit sectors, including construction firms, marketing/communications consultancies, boutique investment banks, and hospitals. Combining practical steps with case examples, *Why Should I Choose You (in Seven Words or Less)* will: give you confidence you never had before to lead into a bold new future make your employees more innovative and creative reveal revenue streams you never knew existed give your employees a newfound sense of purpose that motivates them to contribute at a higher level and help you sell faster and more easily because you will inspire, rather than try to convince, customers to buy

About the Author KEN ABER has spent his career creating innovative strategic partnerships and media programs for blue-chip companies, and he has led marketing and communications programs in the categories of beer, fast food, packaged goods, financial services, automotive and tourism. Ken has a MBA from Harvard University. IAN CHAMANDY co-founded and spent fifteen years running YOUtv, a company that developed, sold and managed format licences and marketing programs for broadcasters around the globe. He has also designed and executed branding, marketing and communications programs for companies, organizations and governments worldwide. Ian has a BA in social psychology from the University of Waterloo. Ken and Ian appear regularly on CTV News Channel and write a column for The Huffington Post. Twitter @7wordSORless LinkedIn Blueprint Business Architecture Web blueprintstrategicplanning.com