

Assess Your Business Message to Attract More Customers

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Do your employees know what your company does or what your organization stands for? Seems easy enough to answer, but too often businesses grow so fast or new products and services are introduced to change the direction or focus of the company.

When that happens, individuals within the company have a different viewpoint about the company. In turn, each person touched by your message has a different understanding of your business, resulting in a confused marketplace.

We work with a large multi-million dollar corporation that has been in existence for more than 100 years and during that time has (obviously) changed its product lines and priorities. When its executives spoke at conferences or news releases were issued from different departments, completely conflicting messages were sent out – confusing the potential clients.

We spent a day with the organization's management team and department heads to create a consistent, but thorough message that each team member could utilize for their own needs, but still provide the outside world with a clear definition of what the business stands for.

As you start the New Year, spend some time assessing and aligning your message. It will make a major impact on how your organization is recognized – and might even land you some additional business. One thing's for sure – a marketplace confused by your business focus certainly won't know what they are buying and won't make that purchase.