



**Bill Bradley, Principal  
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The holidays seem far in the past already, yet another reminder of how fast time passes.

My family spent Christmas week at our second home, Panthers Rest, in the Adirondack Park in upstate New York. This six million-acre area, roughly the size of Vermont, is larger than Yellowstone, Everglades, Glacier and Grand Canyon National Parks combined, and contains roughly 85% of all wilderness in the Eastern U.S. Yet it has just 137,000 year-round residents, fewer than Providence, R.I., the largest city in the nation's smallest state.

Our property is right on Upper Saranac Lake, and every second we're able to spend there is like a dream. We're three miles off the nearest paved road, so you get an idea of how peaceful and secluded the setting is.

I remember looking out at deer walking across the frozen lake while the fire crackled in our fireplace. It reminded me how important it is to pause and reflect on life's simple pleasures.

Fast forward to January. Presidential politics. Slumping economy. Death and damage from severe weather conditions. Tensions in global hot spots continue to mount, if that's possible.

But most of us remain consumed with daily life on the home front and in our business careers. After all, we can directly influence that part of our world even if we can't seem to make anything else bend to our wishes.

I think that sense of force of will to affect positive change is behind the appeal of New Year's Resolutions. Did you make any? Have you already broken some? Did you resolve *not* to make any?

I didn't make any specific resolutions, but always try to use my time as wisely as possible, among other things. That will include getting back to issuing this newsletter during the first week of each month. Let's see how I do in February...

## Where are you on the road to market leadership? (part 3)

Last month I talked about the Awareness layer in my Market Positioning Pyramid. This is ground zero for any company, and marks the beginning of the journey to Market Leadership.

This month, I'll address the key elements of Differentiation, which build on Awareness.

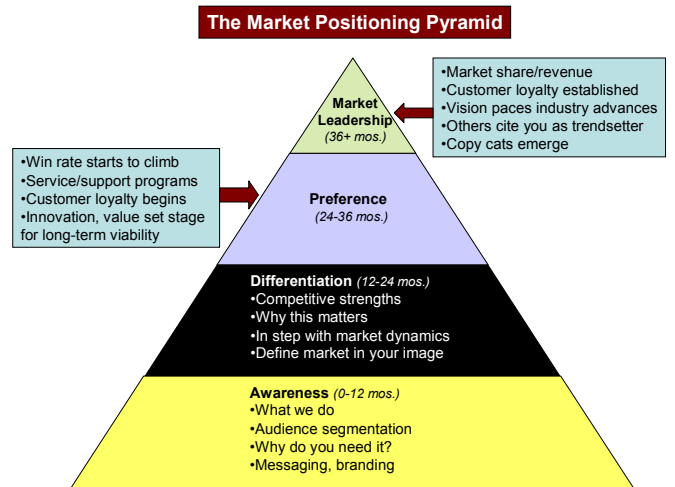
Establishing differentiation is a function of the following processes:

- **Competitive strengths** — no matter what business you're in, you have competitors. Don't kid yourself or insult other people's intelligence by thinking and claiming otherwise. So take the time to carefully study not only the product/service features of your direct competitors, but also how they approach the marketplace. Your customers and prospects are doing this, so you don't want to be blind sided.
- **Why this matters.** Differentiators are often considered product features, typically born of proprietary processes or technology. But what's "breakthrough" stuff to you may be foreign to your prospects who are hearing this for the first time. You must tell them the tangible, measurable *benefits* your differentiators

## Get recognized for being innovative — and successful

What company doesn't consider itself innovative? But innovation is like beauty...often judged in the eye of the beholder.

Innovation is often evaluated in a vacuum, separate from a company's ability to translate its innovation into business success.



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ators actually deliver — using language and metrics they will readily understand.

- **In step with market dynamics.** Your prospects and customers are familiar with the marketplace. They don't need you to educate them. Instead, you must demonstrate that your new solution, which likely creates possibilities that didn't exist before in your industry, leverages their existing investments in this area. It truly is all about ROI.
- **Define the market in your own image.** This is my favorite part. Building on the mes-

saging and branding you created in the Awareness phase, you're ready to define the "state of the art" in your field now and forever more.

You do this through PR and other marketing techniques which, when bolstered by third-party statements, validate your differentiation. You then have the best of all worlds, you're a "company to watch" well on your way to being "the new sheriff in town."

That will bring us next month to Preference, the third layer in the Market Positioning Pyramid.

gala banquet in May. Talk about great PR!

The Call for Nominations runs through Feb. 21. Go to [www.sbane.org](http://www.sbane.org) for details. There is no fee to submit a nomination, and non-profits are eligible this year for the first time.

**A Cookbook for Young Adults**  
Written by Nana with David & Michael Fryer



This 100-page self-published *A Cookbook for Young Adults* is written for “young chefs” everywhere. All of the 50+ recipes were selected by the author’s grandchildren, who then helped prepare most of the dishes. One of the desserts, Pavlova, took first place in a local baking contest soon after publication.

## Client Spotlight

One of the advantages of working for yourself is that you get to choose your clients.

I was happy to assist a friend who called me one day to ask if I could help sell her new book...a cookbook! I wasn't overly excited about the idea until she told me that the book is a collection of kitchen tested, kid-friendly recipes — starring her grandchildren. Better yet, she'd already determined that there were very few cookbooks written for young chefs, so we had differentiation nailed (you spotted that too, right?!)

The friend, Clarita Davis (aka Nana), is a delightful woman in her 70s who, with her retired

husband, Dave, run the Pine Needles Bed & Breakfast in Westford, Mass, where I live. Claire and Dave invited me over for breakfast (delicious of course) one day and we talked about how to promote the book in the local town paper (that's easy) and major media like the Boston Globe. Not so easy.

What a wonderful book! Claire and Dave's grandchildren are David & Michael Fryer, ages 9 and 11 when the book was conceived (that's David on the cover to the left). The book includes appetizers, main courses, salads and desserts.

The selections range from lay-ups like Baked Beans with Hot

Dogs to the truly formidable, such as Baked Alaska.

With Claire's help, I wrote a news release and sent it to the local media as well as the AP.

A nice story ran in the *Westford Eagle* right away. After numerous phone calls and emails, I reached our goal of making the *Boston Globe NorthWest* (two stories) and an incredible page 1 feature (above the fold) in the daily *Lowell Sun*, complete with three color pictures and quotes from the whole family.

The book sells for \$19.95 and makes a great gift for children and parents. Contact Clarita at 978/399-0199 to learn more.

## How Can I Help You?

December was such a blur that I'm extending last month's offer through the end of January.

Here's what's on sale. Get a **Communications Audit** for just \$2,475, or a detailed review and critique of **any marketing or PR document** (up to 3 pages) for just \$99 each. **That's a savings of more than 40% on both services!**

BLC's Communications Audit is a new service that provides a comprehensive analysis of how your company — or a competitor — communicates with the marketplace, and how it is covered by the media.

### Special offer for newsletter recipients extended through January!

The audit reveals not only how successful a company is in getting its messages picked up by the media, but how closely the resulting coverage reflects the company's intended messages.

The audit examines a host of areas, such as:

- News release frequency, subject matter and timing
- Executives quoted most often
- “Quality” of resulting coverage by print and online media
- The extent to which key messages in the releases are

picked up in news reports, including competitive mix

- Independent assessments (e.g., product reviews, analyst reports, etc.) and how favorable they are.

How effective are your data sheets, news releases, advertisements, marketing collateral and case histories?

I'll review any of your documents, up to three pages in length, and provide edits, comments and suggestions on how to improve them.

Contact me for pricing to review

longer documents, like white papers, PowerPoint presentations and user manuals.

You or a friend can take advantage of this special offer. Feel free to share this newsletter with someone or direct them to my website.

Here's how to contact me.

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## Sideline psychology for everyone

Sports is a huge global business and a 12-month, media-fueled obsession for tens of millions of us.

But sports go far beyond the playing field. All of us recognize sports metaphors (team building, Monday morning quarterback, etc.) in everyday life.

It's true that coaches seem to have a real knack for pithy motivation. Consider the following.

“Good luck is what happens when preparation meets opportunity.” (Darrell Royal, former Univ. of Texas football coach)

“If what you did yesterday seems big, you haven't done anything today.” (Lou Holtz, former Notre Dame football coach)

“Success is not the result of simultaneous combustion. You must set yourself on fire.” (Fred Shero, former coach of the



Philadelphia Flyers)

“Talent is God-given. Be humble. Fame is man-given. Be

grateful. Conceit is self-given. Be careful.” (John Wooden, former UCLA men's basketball coach)