



Volume 1, Issue 2

May 2010

*Understanding customer needs and trends.  
Honing your message and strategies to meet market demands.  
Building a reputation to create and sustain your leadership.  
Demonstrating value.*

***These are all paramount to your success.***

Inspiration and ideas come from a wide variety of sources. The ability to integrate new thoughts and make the strategy + communications + leadership link helps companies and executives alike elevate their performance.

Because it's challenging at the top, [The Aerie Company](#) offers you useful and thought provoking ideas to help you soar to new heights. Enjoy these latest insights.



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 [How Do You Tell Your Story?](#)



Everyone has a story. A well articulated one is what makes individuals and companies memorable and unique. Could you tell yours in six words?

A few years ago, the literary publication [SMITH Magazine](#) began an endeavor to provide a platform for storytelling in all its forms. Its Six-Word Memoir project has become a phenomenon and grown beyond just life stories to words to galvanize parents, children and a nation. It has also inspired guides for teachers to use the format as a writing method, as well as tools in hospitals, eulogies and prayers.

Once you've looked around at your competitors and developed a differentiated position, the six word format is a good test to help you create even better impact. Use the approach for your tagline (e.g., "Because it's challenging at the top"). Then take it one step further. Could you present yourself, your company or make a case for how to solve a business problem in less than 60 seconds?

Today it is often referred to as your "elevator speech", the short, concise, persuasive description that your mother should be able to understand in the time it would take to ride up an elevator. This speech or pitch is an integral part of your brand and your marketing. It enables you to say who you are, what business problem you can

help solve and what benefits you bring to your target audience.

As you create new or refine an existing pitch, focus on how you or your company demonstrates value. Make sure your storyline answers the following six questions:

1. ***Who are you?***
2. ***Who is your market?***
3. ***What problem does the target audience want or need solved?***
4. ***What is your compelling solution to the problem?***
5. ***What is your competitive advantage?***
6. ***What should the listener do as a result of hearing this?***

Remember, keep it simple and lose the jargon. Do not go into excruciating detail. It should sound effortless, conversational, and natural. Use the six word concept as a guide when you edit and tighten your message to give it the greatest impact.

If you or your organization need to better demonstrate your value, The Aerie Company can help you create a concise and compelling story that resonates with your target audience and provide you with insights, motivation and support to transform your company and individual leadership.

For more information, please visit contact us at [info@aeriecompany.com](mailto:info@aeriecompany.com) or 847-556-8873.

## Pause for a Cause

All savvy, market focused companies plan customer research to test new ideas and keep their finger on the pulse of the marketplace. Typically participants are incentivized and rewarded to engage their response. But now there's revolution underway. It aligns how we give, do research and accept assistance. Think of it as an extension of or perhaps first steps towards your company's corporate responsibility program.

*Pause to Support a Cause* connects global corporations and public sector partners in a new initiative to survey the socially beneficial way by donating on behalf of those participating in funded market research programs around the world. This corporate social responsibility campaign, initiated by the CMO (Chief Marketing Officers) Council, will use a portion of the \$18.9 billion spent on market research worldwide to create a global community of non-profit champions, boosters, supporters and members willing to take part in online surveys as a way to channel funds to their designated causes, charities, foundations and non-profit organizations of choice.

The charities benefit from wider support and company brand images gain social value. By adding an altruistic appeal, this advocacy program can help companies like yours lower research costs, shorten fielding times, heighten response rates, and encourage more active year-round participation in market feedback, engagement and listening programs.

If you would like to learn more about how to turn opinions into action for hundreds of causes around the world, visit [www.surveyforgood.org](http://www.surveyforgood.org). You can sign up as a panel member, become a corporate user or register your charity as a recipient of research funds.

## New Links

*Having the answers or knowing where to find them is what differentiates you and helps demonstrate value. Take a look at some of the new online resources we've identified which you may find helpful in learning more about strategy, communications and leadership.*

[www.smithmag.net](http://www.smithmag.net) - SMITH Magazine is the home of Six-Word Memoirs and a vibrant community of storytellers. Explore story projects and write your own story.

[www.experienlifelifemag.com/issues/may-2010/whole-life/the-power-of-curiosity.html](http://www.experienlifelifemag.com/issues/may-2010/whole-life/the-power-of-curiosity.html) -- Curiosity can be nurtured, developed and harnessed to transform our lives. Here's a compelling article about its power.

See our website at [www.aeriecompany.com](http://www.aeriecompany.com) for more links.

## About The Aerie Company

At The Aerie Company, we help organizations and executives demonstrate their value and accelerate growth. Because it's challenging at the top, we show our clients how to go beyond where they are today and elevate their business and leadership performance. We build a strategic stronghold with better understanding of your current market, an aligned and articulate vision, mission and strategy, a compelling position that resonates in the marketplace and effective communication so your stakeholders recognize your real benefits and value.

For more information, visit [www.aeriecompany.com](http://www.aeriecompany.com), email us at [suzanne@aeriecompany.com](mailto:suzanne@aeriecompany.com) or call 847-556-8873.



**Watch for regular updates from The Aerie Company on best practices, advice on communication and leadership development, and other insights we gain as devoted lifelong learners to help you demonstrate your value and improve your performance.**