



Top 10
SO WHAT?
Positioning Statements
(Elevator Speeches)

By Mark Magnacca,
CEO of Insight Development Group
and author of

SO WHAT?

Example 1 - Dentist:

Do you know how so many people don't like going to the dentist?

Well, what I do is practice such a gentle form of dentistry that you don't even realize you have been to the dentist until you see how great your smile looks.

Example 2 - CPA:

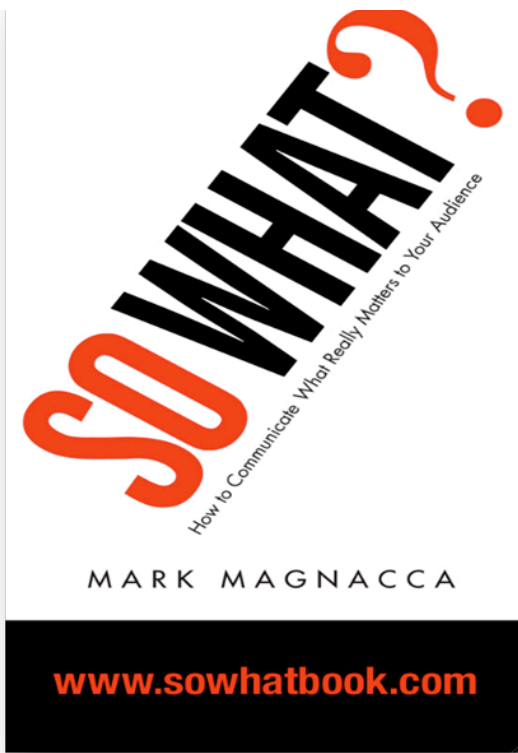
Do you know how so many CPA's are just focused on making sure you pay the right amount in taxes?

Well, what I do is different because I focus on helping you grow your business profitably by asking the questions no else asks.

Example 3 – Financial Advisor:

Do you know how many people spend more time planning for their vacation than planning for their retirement?

Well, what I do is help my clients plan for the longest vacation of their lives...their retirement.



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Example 4 - Lawyer:

Do you know how so many people dislike calling their lawyer because they don't know how much it will cost them every time he picks up the phone?

Well, what I do is act as a business advisor for my clients to help them anticipate and avoid problems so they don't need to worry about the money whenever they call me.

Example 5 - Mom:

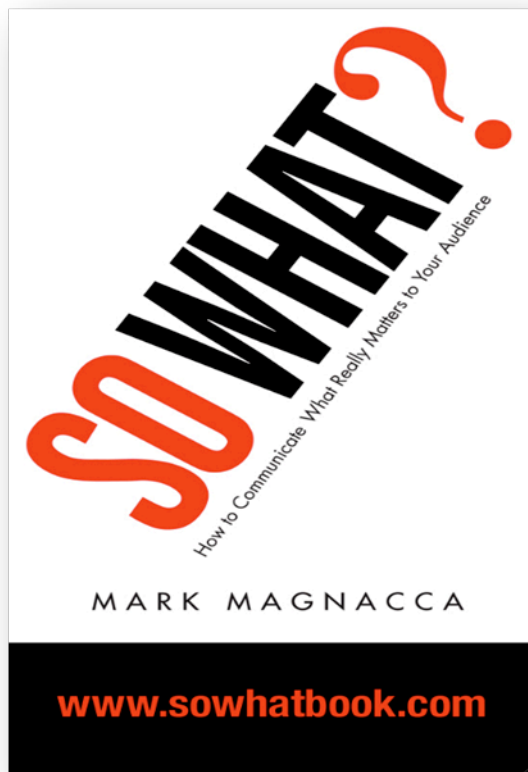
Do you know how so many people in our culture only value the work they get paid for?

Well, what I do as a Mom is help create an environment for my children that helps them grow and develop into great adults.

Example 6 – Presentation Coach:

Do you know how so many people don't like speaking in public?

Well, what I do as a Presentation Coach is help people create a compelling message they can learn to deliver with ease and confidence.



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Example 7 – Professional Organizer:

Do you know so how many people are overwhelmed by all the paper in their life?

Well, what I do as a Professional Organizer is teach people a simple, 3-step process so they know exactly what to do with every bit of paper and can always find it when they need it.

Example 8 - Recruiter:

Do you know how so many people would love to have all the benefits of a big company and the freedom to be an entrepreneur?

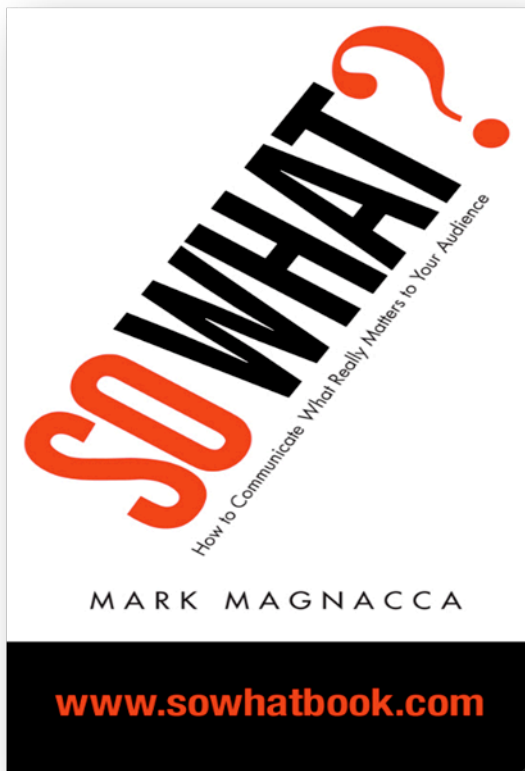
Well what I do is show people how to reinvent themselves so they can have both.

Example 9 – Financial Advisor:

Do you know how so many investors are worried out outliving their income?

Well, what I do as a financial advisor is help investors create guaranteed income solutions that will provide an income for life.

Insight Development Group, Inc
www.markmagnacca.com
www.sowhatbook.com



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Example 10 – Technology Entrepreneur:

Do you know how many businesses have a Chief Technology Officer to help them navigate the complexity of all the technology today?

Well, what I do is work as a personal, Chief Technology Officer for companies. I help them leverage their technology so it always runs at maximum efficiency.

*For more info on how to craft your own **So What? Positioning Statement** AND to learn more about how to communicate what matters most to your audience, please go to www.sowhatbook.com.*

This book can also be found on amazon.com and has been give a 5 star rating! http://www.amazon.com/So-What-Communicate-Matters-Audience/dp/0137158262/ref=sr_1_1?ie=UTF8&s=books&qid=1253632962&sr=1-1

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