

send this to a friend



*Dear [member\_name\_first],*

## **Are you memorable?**



I was recently at a technology panel discussion. The bar area was pretty crowded, and as I chatted with people I noticed something -- most people I met were lawyers. Then I scanned the room -- I saw there were a lot of guys of a certain age in dark suits and conservative ties. When we talked, they told me who they were and what they did -- but it was really hard to tell them apart -- especially since their business cards looked similar too.

My point? These folks didn't do much to differentiate themselves. Because they looked, sounded, and marketed the same, I had a hard time remembering any of them.

These days most sectors are crowded and competitive -- just like that roomful of lawyers. Your audience may not be able to tell you apart from similar organizations. If you don't differentiate yourself, you won't be remembered.

### **Differentiate yourself -- first steps**

Find the home pages of 4 similar organizations and print them out, along with your home page. Put them all on a big table and compare:

- Look and feel: does everyone use the same colors and type of photos? Are the logos similar?
- Text: is everyone saying similar things? Can you tell their home page statements apart? Is the type of content, such as testimonials, or success stories, the same?
- Does it sound like the text on different sites was written by the same person -- perhaps a bureaucrat without a lot of passion?

If you'd like to try this exercise, we can send you a helpful worksheet. [Email us here.](#)

A competitive audit is a big part of brand strategy -- one of our core services. [Email us here](#) if you would like information on LevinsonBlock's branding services.

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#### **FACT OF THE MONTH**

The United States Census has received thousands of forms in which people have claimed to be an alien race from Star Trek. The most popular race is Vulcan.

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#### **LevinsonBlock News**

We've been working on number of projects in the security sector including branding, websites, brochures, sales sheets, and advertising, in partnership with [Market It Write.](#)

#### **White paper shows how content marketing can build your brand**

Drop us an [email here](#), and we'll send you our new white paper on how to build trust and use social media to engage your audience.

#### **About LevinsonBlock**

*WHO WE ARE: LevinsonBlock LLC is marketing and design firm that has specialized in healthcare, businesses and non profits for over 20 years. We make complex messages simple and simple messages stronger. Visit us [here.](#)*

*WHAT WE DO: brand strategy and branding; persuasive content; print (such as annual reports, event promotion, periodicals); and usability-focused websites.*

*If you have marketing questions or a topic you would like us to address in a future issue, [email us here!](#)*

*Thanks for reading!*

*Peter*

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