

VivaNews™ -March 2008

A Jumping-Off Point™

Building Your Platform

“In today’s competitive market, it is critical for a business leader to integrate her personal accomplishments and business acumen to establish a platform...then to use this platform as a conduit to her customer, community and the world.”

Bettie Farrar, FVI Workforce Solutions™

<http://www.wrkrforcesolutions.com>

Whether you are starting a business, writing a book, or forming a non-profit, when you finally take the leap and bring the vision for your enterprise into reality, your next step will be taking it out into the marketplace. One way to gain exposure in the marketplace is by having a platform. A “platform” is like a plan of action, a strategy. Through building a platform, your enterprise acquires credibility and stability and this draws customers, clients, patients or funding sources to you.

Your platform will be comprised of the credentials and assets that distinguish you and the vehicles that you choose to take your message out into the world. It is your enterprises’ portfolio.

The Credentials and Assets That Can Distinguish You

Credentials:

Area of Expertise

Awards Received

Media Coverage

Testimonials from Customers/Clients or Accomplished Colleagues

Venues You Have Presented at or Spoken in

Assets:

Client List

Domain Names

Website

Strategic Alliances and Joint Ventures

Affiliate Programs

Vehicles You Can Choose to Take Your Message Out

A website that either serves as a brochure for your business and/or that sells you products and services

Your Ezine (email newsletter) or Print Newsletter

A Blog

Public Speaking

A Book/An Ebook (electronic book)

Audio Products:

Teleconferences, Teleseminars, Webinars, Recorded CD's

Video Products

Home Study Course

I have mentioned above only a few of the many options that are available. When it comes to choosing how you will get your enterprise's message out, you are only limited by your comfort level (and from last month's "A Jumping-Off Point", you know that value of pushing past that!). But it is definitely to your advantage to have multiple vehicles. Don't forget...people have definite preferences in how they take in their information - print, audio, visual - so a multi-media approach broadens your appeal and puts you in touch with a larger audience.

The platform you build for your enterprise is a jumping-off point for your growth and success.

Excerpted from "THINK AND PLAY BIG"© 2008

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