

Should you be handling your own communications?

When businesses are very small they tend to not be able to afford outside help. Sometimes, the business in question works in the communications space (writing, editing, advertising, etc.) and thinks it can handle it.

Chances are good that you should NOT be handling your own communications, unless you can answer the following three questions:

1) Do you know what you offer, and can you say it in one sentence? Recently, I was at a business meeting and someone was attempting to describe her business. She gave us many sentences but still it did not make sense. Someone had to ask her to clarify, and she still wasn't able to do it.

2) What are the top three benefits of working with you? Unless you have been asking your customers all along, chances are good that you may not be sure what your customers really appreciate about your business.

3) Are you able to speak(and write) in plain English? Many firms, especially those in the technology sector, speak in jargonese. Most people, including your customers, do not understand jargon, or convoluted sentences. Being clear and making yourself understood is not so simple!

Hiring outside help can be invaluable in helping you to refine your message, clarify your thoughts and communicate them concisely.