

# How business owners stand out in a crowd



*BAILLIE SCHEETZ, CAPITAL IDEAS*

More from [Baillie Scheetz, Capital Ideas](http://EDMONTONJOURNAL.COM/AUTHOR/BAILLIE-SCHEETZ-CAPITAL-IDEAS) (HTTP://EDMONTONJOURNAL.COM/AUTHOR/BAILLIE-SCHEETZ-CAPITAL-IDEAS)

Published on: November 18, 2015 | Last Updated: November 18, 2015 2:15 PM MST

Capital Ideas members were asked how they maintain motivation in their staff.

Here's what members of our community of business owners helping business owners had to say:

“Say what people are thinking in a way that is tactful and purposeful. Transparency in marketing is key and the more see-through your business focus is, the better off you will be.”

Jennifer Kennedy, broker and owner at Kennedy Real Estate, [kennedyrealestate.ca](http://www.kennedyrealestate.ca/) (<http://www.kennedyrealestate.ca/>)

“I keep engaged in my community at all times. Being in all the places, all the time is what provides incredible momentum behind my business, because I'm out connecting with potential customers and collaborators on a daily basis.”

Janis Galloway, agency director at Publicity Room, [publicityroom.com](http://www.publicityroom.com) (<http://www.publicityroom.com/>)



Kris Kasawski, principal and founder of Park Power/ Photo by: Teresa Bolinski  
([tbolinskiphotography.com](http://tbolinskiphotography.com))

 *Standing out in the crowd requires confidence in yourself and your brand. If you want you and your brand to get noticed in our busy world you have to be willing to differentiate yourself from your competitors.*

*Kris Kasawski, principal and founder of Park Power ([parkpower.ca](http://parkpower.ca) (<http://parkpower.ca/>))*

“Standing out means avoiding the marketing and messaging traps like quick-fixes and easy solutions. It’s important to give your personal voice to your business and to let your voice be contributing to your market’s community. This is what I’ve found works for me – high-quality, high-integrity information and services regularly and generously offered through online articles, social media, and public speaking.

Lauren Sergy, owner of Up Front Communication, [lausersergy.com](http://lausersergy.com) (<http://lausersergy.com/>)

“In an industry as saturated as video production has become, I try to let the quality of my work speak for itself. Our industry is not regulated, so anyone with a camera and a computer can start shooting and editing video. But just having the equipment does not the artist make! I think experience and knowledge go a long way when it comes to producing a great product and setting yourself apart from the rest.”

Mark Remple, president of Point of View Media Video Production, [pointofviewmedia.com](http://www.pointofviewmedia.com) (<http://www.pointofviewmedia.com/>)

“For me, the best way to stand out in a crowd is that personal connection that I make with someone. When I’m asked what I do, I can sum it up in one sentence. That’s my elevator pitch. I say it in a good, strong clear voice and I’m excited about my company. And network, network network. I

go to events, openings, and I go for coffee a lot! The coffee I have today with someone might turn into a coaching session or a workshop some time in the future.”

Alyson Connolly, voice and public speaking coach at Alyson Connolly, [alysonconnolly.com](http://www.alysonconnolly.com/) (<http://www.alysonconnolly.com/>)

“What I have found that works the best are referrals. I find that referrals close at a higher rate as the client finds it easier to develop a more trusting relationship with me.”

Ameet Khabra, digital marketer at Ameet Khabra, [ameetkhabra.marketing](http://www.ameetkhabra.marketing/) (<http://www.ameetkhabra.marketing/>)

“I am a believer in building relationships. Networking, in person, is key to my success. I am able to connect, get to know someone, and leave an impression. In my opinion, no other marketing can match the impact human connection can achieve.”

Pamella Heikel, soul guide at ELLASaid, [ellasaid.ca](http://www.ellasaid.ca/) (<http://www.ellasaid.ca/>)



Eryne Sarabin, owner and lead planner at Tycoon Events/ Photo supplied by Eryne Sarabin

“Be the expert! Active participation in organizations specific to your industry means that you’re actively engaged in both your field, its best practices, know what your clients need, want, and expect, and you value constant growth and education. Actively engaging with organization and groups outside of your field helps to develop those skill sets which you might be able to develop if you’re always focusing on what comes naturally to you. Successful business owners quite often are the ones who

are strong in many respects, making them incredibly well-rounded and adds more value in what they bring to the table. You'll see a substantial increase in word of mouth referrals, in addition to being exposed to a much larger audience. And at the end of the day, there's no better way to grab attention than being the 'go to' among your peers and within your target demographic!"

Eryne Sarabin, owner and lead planner at Tycoon Events, [tycoonevents.ca](http://tycoonevents.ca/)  
(<http://tycoonevents.ca/>)

"Startle people. Break out of your comfort zone and do something unexpected. Run an offbeat ad. Fire-up a guerrilla marketing campaign. Refresh your brand. Collaborate with a competitor to increase market share. You'd be amazed how much the world pays attention."

Kris Hans, strategist at Market Grade Ltd., [marketgrade.com](http://marketgrade.com/)  
(<http://marketgrade.com/>)

"ABRC grabs attention by speaking to the heart of those affected by bullying. This is an 'stand out' service because we advocate for 'standing up' to this abuse and increasing safety in our communities, schools, and workplaces. Something everyone can relate too. We fill the gap that exists in Alberta and offer you and your families support."

Linda Crockett, founder and CEO of Alberta Bullying Recovery Centre, [abrc.ca](http://abrc.ca) (<http://abrc.ca>)

"The fundamentals are providing quality, effective and reliable service to our clients. We are ambassadors of our clients business/event; so it is imperative that good customer service be the corner stone of our brand; "Customer Service is our Weapon of Choice!" This is echoed by our team and inscribed on our high visibility uniforms & vehicles. We continue to expand by contagious word of mouth; we engage our local community, and focus on not-for-profit partnerships."

Conrad Erbes, general manager ay CE Security & Consulting Inc., [cesecurity.ca](http://www.cesecurity.ca/) (<http://www.cesecurity.ca/>)

"Stand out and grab attention by being authentically human, and tell a

client that you are over capacity and cannot complete their project with the world-class treatment that they deserve! And be extra daring and without a doubt stand out, by referring them to your best competitor!”

Monica Lewicki, co-creator of Project: Shine Inc., [projectshine.ca](http://www.projectshine.ca/)  
(<http://www.projectshine.ca/>)

“As a freelance writer, I find that standing out in the crowd means just that, standing out. The challenge however, derives from finding the balance between straying too far away from the typical business model and staying too close to it. The resolution: capitalize on the common. For example, throw away the standard business cards and embrace creativity; cards with fewer words and a little suspense are more likely to entice potential clients.”

Jamie-Lee Trowers, founder of Jamie-Lee Trowers  
Freelancing, [jamieleetrowers.com](http://www.jamieleetrowers.com/) (<http://www.jamieleetrowers.com/>)

“Attention can’t be bought. You can throw bags of money at marketing and advertising to be as loud as possible with no result. The first step in grabbing attention is to know whose attention you want to grab, what matters to them and how to get in front of them. Then, from there, it’s just the matter of delivering a set of activities and initiatives to make sure you’re being heard.”

Catherine Lee, brand strategist at Rouge Design  
House, [rougedesignhouse.ca](http://rougedesignhouse.ca/)  
(<http://rougedesignhouse.ca/>)

“Honestly, I’m not sure of a better way to grab attention than a hand made glass hockey stick filled with premium Canadian Vodka. That being said, we’re a retail product and there are lots of ways companies try to distract customers from our beautiful product. To combat that, we have in store displays, developed a single bottle stand and work with store owners to make sure we are as visible as can be.”

Illarion Shulakewych, president of High Stick Vodka, [highstickvodka.com](http://www.highstickvodka.com/)  
(<http://www.highstickvodka.com/>)

“Be genuine, listen, and go beyond the extra mile with your clients, and they will do the same for you.”

Andrea Shubert, freelance communications and digital strategy

“As they say, your brand is what someone tells their friend what your brand is. Meaning, referrals is probably the best way to differentiate yourself. In my last company, our customers were our best lead generators. They would speak proudly of us to their peers and at conferences, and in trade magazines. First focus on your employees – their engagement and happiness leads to satisfied customers. Don’t be afraid to ask for referrals – you’ll be pleasantly surprised!”

Ashif Mawji, president of Trust Science, [trustscience.com](http://www.trustscience.com)

(<http://www.trustscience.com/>)

“Our business is speaking and training at conferences and in-house events and the best way for us to obtain new clients is by doing exceptional work and gaining referrals through existing clients. In our feedback forms following presentations we ask clients if they know of others that may be interested in our services. And then we follow up! Speaking at professional association meetings or networking events is a great marketing method to showcase your talent to your target audience which is often overlooked. This has worked particularly well for us.”

Joanne Blake, founder of Style for Success Inc., [styleforsuccess.com](http://www.styleforsuccess.com)

(<http://www.styleforsuccess.com/>)

“Short of taking your clothes off in public, standing out these days in a highly fragmented marketplace is problematic. The key sometimes is to evaluate all the ways in which you are the same as your competitors. If there is anything that differentiates you – even the slightest thing, that’s the place to start, For a retail client of mine, we decided to tell the absolute truth in advertising within a sector where they usually don’t. We told customers we want to make money, we want them to buy from our brand and we don’t want them to be part of the family. We offered the basics and stood by our offer. It was ... and still is ... one of the most successful campaigns. Sometimes, the truth is the best way to stand out. What’s your truth?”

Michael Kryton, author of A Brilliant Idea Every 60

Seconds, [michaelkryton.com \(http://www.michaelkryton.com/\)](http://www.michaelkryton.com/)

“In order to stand out in a crowd you have to offer something unique that are not offered by many companies in your business category. Beside having a unique product or service we offer a customer loyalty program, our clients are rewarded with points that they can exchange towards any product at our online store. Sharing your business story also can be a part to identify who you are as a company.”

Yuliya Cruikshank, founder of Epic Experiences, [epicexperiences.ca](http://www.epicexperiences.ca)

(<http://www.epicexperiences.ca/>)

“1-Make lots of noise and be everywhere! Social media, small events, big events, in person.

2-Be real! Don't portrait somebody or situations that are ideal! Be you! People relate to real people!

3- Share stories people that can be remember so they are easy to and share.

4- Give more than the customer expect from you!”

Mariana Konsolos, owner of My New

Adventure, [facebook.com/MarianaNewAdventure](https://www.facebook.com/MarianaNewAdventure)

(<https://www.facebook.com/MarianaNewAdventure/>)

“Most businesses focus too much on creating a wow factor, when simple actions can mean the most. A business that exceeds expectations by surprising and delighting their customers has tremendous impact and is memorable. If you are positively remembered, you will be endorsed and you will stand out.”

Natalie Harper, managing director at Harper PR, [harperpr.com](http://www.harperpr.com)

(<http://www.harperpr.com/>)

“Hosting an event for your valuable clients which they can bring a guest to and then take advantage of Social Media through Twitter, LinkedIn and Facebook to advertise this event can help you stand out in the crowd.”

Nadine Litwin, advisor & solutions manager at Integrity Plus Financial Inc.,

These answers are in response to a question from Crystal Puim, owner and lead photographer at Crystal Puim Photography ([crystalphotos.ca](http://www.crystalphotos.ca) (<http://www.crystalphotos.ca/>)). Here's what she has to say about standing out:

“We are relentless about posting our work online with the name of the client. This way people not only see what we can do but it also shows who trusts us with their branding and image and it helps our clients get more social media exposure. It's a win-win!”

## **Get Involved!**

### **Answer our next question: How do you build a team to last?**

Submit your answers at the Capital Ideas website (<http://capitalideasedmonton.com/capital-questions/how-do-you-build-a-team-to-last/>) by Friday morning. We'll publish the best answers, along with your business name and website.

*This article was produced by Capital Ideas (<http://capitalideasedmonton.com/?source=EJ0916>), a product of Postmedia Labs, in collaboration with ATB Business.*



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