

Four Ways to Stand Out from the Crowd as a Designer

As a personal branding expert, I often hear similar complaints from my clients in the designing profession. These include:

- High levels of competition in the industry and competing heavily on price;
- Smaller businesses are unable to compete with mega-global firms and larger businesses;
- Construction market fluctuations and issues around remaining in the industry during a downturn.

All of the above naturally lead to the fear of not getting contracts, losing income and inner doubt to whether their work is indeed 'good enough'

So how do you get out of this downward cycle?

It is all about Positioning.

What is Positioning?

It is what sets you apart from what others do in your field, and also the perception that a customer has about you and your business. Unfortunately, if you are not positioned effectively, then you become like toothpaste on a supermarket shelf and you look the same as everyone else. As a result, you just end up only competing on price.

So how do you create good positioning?

Good Positioning is like being a magnet and you either repel or attract your ideal client. There are many things to make this work effectively, but in my opinion, there are four key areas that really require your attention:

1. **Yourname.com:** People buy from people. Therefore, the easier you make it for clients to access you as a person rather than you hiding behind a business name will make it much easier for your client to connect with you directly and quickly. You are what makes you different in your market. Going forward, Yourname.com gives you flexibility to grow and evolve your business in future if you choose to create a different offering.

2. **Blog:** This is a great tool for positioning. What insights and experiences have you had that help your potential clients get to know you and your perspective?

3. **Speak:** give presentations and video blogs to targeted groups. Invite those people who may be able to refer clients to you. Help them to hear you. It will help them decide whether they can trust you with their clients.

4. **Sell:** Consider your website content, auto responders, webinars and scheduling tools to make it easy for clients to start a conversation with you. Make it easy for people to get in touch and to talk.



Jane Anderson

By making some small and consistent changes you can create a profitable business and stand out from others in the marketplace. You can work with your dream clients, achieve fulfilment and live the lifestyle that having your own business creates.

Jane Anderson is a Personal Branding expert and works with executives and solopreneurs with positioning. She designs marketing strategies that cut through the noise so people get paid what they're worth.

Jane works with large organisations such as Virgin Australia, Sunsuper, Rio Tinto, Australian Medical Association, IP Australia and Gold Coast City Council.

She is a professional member of the CDAA, a Professional Certified Coach (ICF), professional speaker and mentor. Jane was nominated in the Telstra Business Women's Awards for 2014 and is the Author of "IMPACT: How to Build Your Personal Brand for the Connection Economy". ■

HIA Economics Paper Discusses the Changing Composition of Australia's New Housing Mix

The Housing Industry Association announced the release last month of a new Discussion Paper by HIA Economics, which focusses on some of the drivers behind the changing composition of Australia's new housing supply.

Detached housing is the predominant form of residential dwelling in Australia, with this segment still accounting for around 70 per cent of the country's total dwelling stock. However, there has been a discernible decline in the detached house share of total new dwelling commencements over the last 20 years, with the trend accelerating considerably over the last few years.

'Multi-unit' dwellings are now a far

more significant part of the new home building market than at any other point in Australia's history. Representing just 5 per cent of total housing commencements 20 years ago, the medium/high density component of multi-unit commencements (units of three storeys or more) has shown an incremental increase in share, reaching around 25 per cent in 2014.

However, with a total housing stock of around nine million homes, it will take many years for the incremental changes to make a material impact on the overall composition of Australian housing.

The Discussion Paper by HIA Economics examines the changing composition of Australia's new housing

mix, also covers elements of supply, demand and the policy environment, all of which are influencing the change currently occurring in Australia's new housing mix. ■

CPD DVD

'Architect as Designer' Practice Model featuring Clinton Cole from CPlusC.

A terrific presentation from a successful design professional. A great DVD for designers interested in hearing about real-life case-studies from a presenter who is passionate about his work.

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