

# DROUGHTMASTER MARKETING

*(Adapted and reprinted with the kind permission of Keith Evans)*

## Volume 1

### 1. Positioning.

The owner of one of the most successful restaurants in Houston, Texas often tells how he was going nowhere a few years ago trying to run a restaurant that sold everything. A business consultant he contacted for help asked him to describe his business and its objectives in 10 words or less. He couldn't do it. "You are not focused enough to run a successful business", the expert explained.

Ed Hendee decided that day to reposition his business. Instead of trying to attract everyone who was hungry, he decided to operate the best steak house in his city. He signed up with the Certified Angus Beef Programme and built his future on high quality beef and customer service. His business, over the next few years, succeeded beyond his wildest dreams. What Ed Hendee's advisor referred to as being focused, advertising people call "Positioning".

Cattle breeders too need to position their business. Start by putting it on paper. Write a positioning statement that in 10 words or so describes the kind of customer you intend to serve and the kind of cattle you will produce – e.g. "To breed performance tested bulls for commercial cattle producers". Then, develop a slogan that sums up that position – "Performance Angus Bulls for a Tough Commercial Environment", or whatever you want to stick in the mind of potential customers.

One successful advertising agency executive taught his employees that if a business stands for everything, it stands for nothing. Positioning, he said, is sacrifice – deciding what is important and what can be left behind.

Once you've developed a market position you can aim your advertising and promotional effort directly at your target audience. You'll have less waste and higher efficiency. What's more, since you know more about your customers and what they want and need, you can be a more effective breeder.

The knowledge allows you to focus your breeding programme and fill the needs of potential customers. As a sidelight to positioning, an advertiser must also define a specific market area. That can be a 50 or 150 km radius from your place, an entire state or province, or even an entire country. The size of the area will depend upon how many cattle you have to sell, and the number of potential customers available to you. Regardless, you must define a market area before you advertise otherwise you won't know where to concentrate your efforts.