

HOW TO CREATE A WINNING PROFILE

We Are "AEDDO" Driven

- Accuracy
- Efficiency
- Integrity
- Objectivity
- Usability



What is a Company Profile & Why Do You Need One?

Yes, it is a compiled presentation of things like services descriptions, history, expansion, growth, public relations, etc.

That is the traditional description but I want you to get excited about writing your company profile because a company profile is an opportunity to do three important things:

1. Define your company's brand personality (culture) + what differentiates you;
2. Create trust + connect with your ideal clients; and
3. Get them to start a journey with your organisation.

For additional information contact us
www.solidproject.co.za/contact/

We're going to talk you through how to write and create a breathtaking company profile as opposed to a boring thick document that no one ever really reads.

WHO ARE YOU TARGETING?

Let's reverse engineer your profile
to connect



Not Just a Target Audience but an Ideal Client

If you try to create a profile that appeals to everyone it will appeal to no-one.

People are asking themselves three questions:

1. Who are you;
2. What can you do for me; and
3. What action must I take?

In order to answer these questions, it is essential that the first step be to define your ideal client.

Creating an ideal client profile can be an extensive exercise, but we recommend just starting with the following three attributes:

- 1. What are their frustrations?**
People are looking for solutions, not just services, especially if the solution takes care of a pain point.
- 2. What's their purpose in life?**
Using emotional triggers is very effective as most people make decisions from this part of the brain so it's not just about solving a problem that makes them feel good about the process?
- 3. Who do they aspire to be?**
It's much more effective to get people to take action based on who they want to be compared to who they currently are?

USE BITE-SIZED CHUNKS

Split the information up into easy to consume sentences



Writing long paragraphs are one of the worst things you can do.

Your profile should give enough information but not try and explain every facet of your organisation and it's operations.



TIP: Use images that tell a story (E.g. show a happy client using your product) and white spaces to ensure that you are not cluttering the page.

The 3 C's - Your Profiles Purpose

The primary objective should be taken to the following three goals:

1. Connect

Ultimately if people don't trust you or even like you they probably won't do business with you.

Make an emotional connection.

2. Curiosity

Entice people's curiosity and make them want to find out more.

Appeal to their self-interest.

3. Call-to-action

Make it clear What The Next Step is. It's also helpful to outline a simple 5 step process that you will follow after they make contact with you.

Make it easy to take action and clear how to do that.

Meet the 1 - 3 - 5

This is a format that we have successfully used to connect with organisations' ideal clients. We have used it for company profiles, video productions, website, introduction letters, and so much more.

1 - Why

Even when you dealing with business to business, there are often people on the other side that need to be convinced.

So it is always important to connect with them through your purpose.

There are many terms for this, such as:

- MTP - Massive Transformative Purpose
- WIG - Wildly Important Goal
- Vision - A picture of the future
- Why - The reason you started and still continue to do what you do

What to do:

- In a paragraph using 3 to 4 short sentences explain your “why”
- This should be one of the first things on your profile

3 - Differentiators

Remember that one of the main things people are asking themselves is “what you can do for me?”.

Make it clear what differentiates your organisation. Try to present these differentiators as **solutions**.

What to do

List 3 points each with:

- A title 3 to 10 words long
- Followed by 1 to 2 short sentences explaining how you will solve their problems and what are comes they can expect from you

Meet the 1 - 3 - 5

5 - Key Solutions

Try presenting your products and services in a way that frames them as solutions to problems.

Even if you have one product, it can often be used in more than one way. List the five ways it can be used as a solution.

What to do

List 5 points each with:

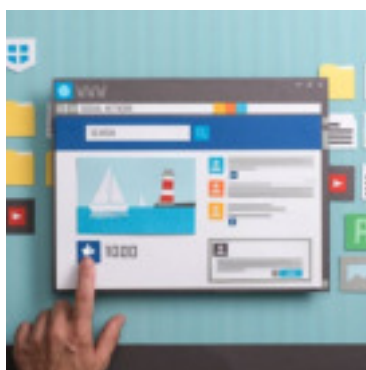
- A title 3 to 10 words long
- Followed by 2 to 3 short sentences explaining what problems your products and services can solve
- You can end this section with a shortlist of your additional products and services or a link to your website where they can go to find out more.



TIP: Often it's best to rather link to a website with the list of products or services as they can change from time to time making it more difficult to maintain your profile.

SOCIAL PROOF

People are programmed to take cues from others



“Social proof” is probably one of the most powerful things you can add to your profile.

This doesn't have to be an extensive section but it is very important.

If you are just starting out, this will be difficult to add but ensure that as soon as you do get happy clients that you persist in getting a short testimonial from them.

The Two Forms of Social Proof

Testimonials

Don't include too many on your profile, just use 3 to 5 short testimonials that you have received from a happy client.

Often the best testimonials are where the client starts by saying that they were a bit apprehensive at first, but their fears quickly receded and were replaced with the great customer experience in dealing with you.

You can also use a QR code or short URL to a page on your website containing the latest success stories.

Client Logo

Add a few client logos to one of your first pages. This often fits well at the bottom of your “Why” page.

This can be a page on its own but often displaying 6 to 10 logos is sufficient.



TIP: We like to call the section “success stories” Use client logos that are easy to recognise and add credibility; they don't necessarily have to be your biggest clients.

ADDITIONAL CONTENT

Here is a list of other things you could include in your profile



1. Description of the business including the mission and/or vision
2. Accreditations
3. Product/services descriptions
4. History, expansion, and growth
5. Core team details
6. Client portfolio
7. Case studies
8. Industry information
9. Safety, health, and environmental policies
10. Highlights:
 - Awards
 - Certifications
 - Special programs and projects
 - Testimonials
 - News or media recognition
 - Social responsibility
11. Contact details section with:
 - Company name
 - Established date
 - Email address
 - Phone and fax numbers (Fax numbers are not essential)
 - Physical address per location
 - Postal address
 - Website URL (Make this stand out)

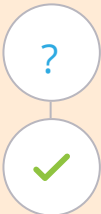
Tips From the Best Brands (Companies) Out There:



As per article written by Ramona Sukhraj from IMPACT.

Read the full article here:

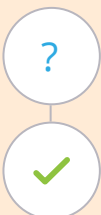
<https://www.impactbnd.com/blog/examples-of-company-profile-pages>



Zappos: Tell a Story

People connect better with stories than they do with a list of facts. If you want people to actually remember the information from your company profile, take the Zappos approach and tell a story about your brand.

Quite frankly, not all brands have the most amazing story to tell -- and that's okay. The content of the story is less important than the fact that you are presenting information in the form of a story, to begin with.



Google: Keep it Brief

When you're a company as prolific as Google, what more can you say about yourself that hasn't already been said?

Unlike many company profiles that drag on forever, Google highlights its defining events with one paragraph each.

This sounds easy, but when you consider how much Google has done and the hundreds of acquisitions and a project it has been involved in, it's hard to limit that to one page.

While they do link to a page with an in-depth history of the company from 1998 to 2014, Google doesn't attempt to bore you with the details right off the bat.

If Google can keep their famed history brief, anyone can.

Tips From the Best Brands (Companies) Out There:

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Philips: Add Visual Appeal

Now, this is probably the most visually striking out of all of our examples. Breaking away from traditional corporate-style, Philips uses big, vibrant photos throughout its company profile.

Simply by glancing at the photos and copy, you immediately know that Philips does a lot more than sell consumer electronics.

It's also important to note that the company keeps the page dynamic and up-to-date, including highlights from Q4. Most company profiles are static and left to gather dust, but Philips updates it at least four times a year.

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Blurb: Don't Be Afraid of White Space

Taking the opposite approach to Phillips, blurb uses minimalist design and white space to emphasize its accomplishments on its company profile.

In a smart SEO move, the self-publishing platform company also links to relevant content throughout the timeline shared, giving you not only the highlights but also providing you with the details (and keeping you on the website) if you'd like to learn more.

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Heineken: Go Beyond Your Product

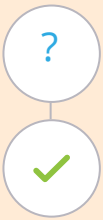
Want your brand to stand out from the competition? Take a page from the Heineken playbook and connect with them beyond your product -- show them more of the human side of your brand.

Heineken's company profile is centred around a list of the four key factors that make it unique -- most importantly, its global reach, its passionate, diverse team.

The page takes the Heineken beyond just a beer for readers, sharing its company values and offering easy-action to a variety of other content including the brand's current stock prices, latest annual report, and its Twitter feed.

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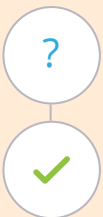
Tips From the Best Brands (Companies) Out There:



Rackspace: Show Off!

There's a time to be humble, and there's a time to pat yourself on the back. Have awards? Great reviews? Influential customers/clients? Your company profile is one of the few places where it's appropriate for your brand to brag about these things.

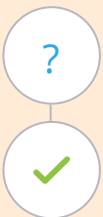
Rackspace, for example, certainly doesn't play coy about telling readers that its "recognized as a leader" and listing dozens of its certifications and other acknowledgements.



Western Digital: Add a Personal Touch

The letter ultimately accomplishes the same thing as other profiles (telling you what the company does, who its customers are, a brief history), but having it presented as a personal note from the company's leader adds a human touch.

On your company profile, consider kicking this idea up a notch further with a headshot and handwritten signature or even a video.



Starbucks: Share Your Inspiration

Frankly, I would have liked to see Starbucks invest a bit more into this page visually, but as you read through the content, it is certainly not short on creativity.

The section that really caught my attention here was Folklore. Here, the company mentions that it was named after the first mate in Moby Dick and its logo was inspired by a twin-tail siren from Greek mythology.

Perhaps your origin story is not as colourful, but if it is, share it. These details and quirks are what will make your brand more memorable and well-rounded in the minds of your audience.

Tips From the Best Brands (Companies) Out There:

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Lonza: Keep it Organized

Most big corporations tend to have company profiles that are simply too wordy. With this unique display, Lonza, however, has found a way to share a lot of information without being overwhelming.

Want to learn more about the company's history? There's a link for that. What about just the facts and figures? There's a link for that too.

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So You've Got the Info!

WHAT NOW?

The information is essential, but the design is just as important.

Get some design inspiration and take a look at some of the beautiful profiles that we have designed.

[CLICK HERE](https://solidproject.co.za/examples-company-profiles/)

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