

The 6 secrets to
stand out as a green
business.



If you want a competitive advantage over other eco-businesses, there are 6 things you need to do in order to stand out.

1

DON'T BE THE HERO

Ever been on a date where the other person keeps talking about how great they are?

Just me? Ok.

Well, don't be that person.

Yes, you want to showcase how your business is saving the planet but frame it so that **your customer is the real hero**. In reality, they are.

Narrate your material so that they are the hero for supporting your work. Let them know that their decision matters. Because it does.



OH, LOOK, A SQUIRREL!

2



Yes, your customer's attention span is *that* short.

So, don't put the good stuff where it's hard to find on your website. The environmental impact of your business needs to be a part of your every page and not just its own section.

3

COMPARED TO WHAT?



Compare your environmental efforts to the unsustainable alternative. If you're recycling all the paper in the office, compare the impact of that to the alternative of landfilling.

Of course, you know that the alternative is worse but does your customer? **Show them.**

4

MAKE IT RELEVANT



Ok, so you saved 237 metric tons of CO₂ from being emitted this year. What does this mean?

Make it relevant by converting to some easy-to-understand metric such as number of cars taken off the road per year.

5

IMMEDIATE BENEFITS

What's the immediate and tangible benefit of your product or service?

We live in a world of instant gratification. Your customer wants to feel good about supporting you *immediately*. Add labelling to your product so consumers can understand the benefits of their decisions.

Example: the impact of buying this recycled pillow is the same as not driving your car for the next 120 km.



QUANTIFY TO STAND OUT!

6

What specific data can you share with your customer? Quantify the environmental impact of your product or service. Does your product last longer? How much longer? How much waste will it divert from the landfill?

Get specific. Everyone else is saying we're "eco-friendly"

Don't be like everyone else.

Quantify to stand out!

Want to quantify your impact?

I can help.

When you highlight your impact, you stand out.

When you stand out, you attract more customers.

To learn how, book a consult with me (Leila) by clicking below.

w2rsolutions.com 



Xo Leila



My mission is to empower environmentally focused businesses by quantifying their carbon footprint because fighting climate change is everyone's responsibility.