

4 Simple Truths

1. IT'S NOT ABOUT YOU OR YOUR PRODUCT OR SERVICE

It's all about your prospects & customers and the outcome that they're seeking.

You must stop talking about how great you and your product or service is.

You must start talking about your prospects & customers and their needs and the results or outcomes they want or benefits they're seeking. Or else you'll be banging your head against a wall.

2. MARKETING AND INNOVATION ARE ALL THAT MATTER – You Can Hire People For The Rest Of The Stuff

Innovation is showing up with something that's new, better, and different BUT, ALSO something that solves a problem and delivers a result that gets your prospects and customers the outcome they want

Marketing is connecting with those people and showing them you have products or services that solve their problems, explaining it, and helping them to buy it.

Becoming a powerful marketer takes what you've learned about marketing, psychology, understanding the customer and uses these elements to fuel innovation.

3. IT'S NOT ABOUT GETTING YOUR NAME OUT THERE – It's About You Connecting With Them

Yelling your name or the name of your product or service from a mountaintop is not a useful strategy.

Connecting with them is: finding your niche, finding your audience, getting in front of them, understanding their needs, communicating clearly that your product or service will help them get the results or outcomes they seek at a fair price and then making an offer & asking for the sale.

4. MARKETING IS ABOUT CONVERSION - Not About Communication

You're not trying to communicate with people, you're trying to get them respond, convert and give you money in exchange for what you are trying to sell.