

10 Steps to Unlocking Your Marketing Mindset



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To me you've already identified yourself as possessing a critical part of the marketing mindset. You're curious, always looking for more ways to better yourself. That's why you're here. You've demonstrated that you're looking to make something happen. And as you continue to develop your marketing mindset I hope you'll allow yourself to be guided by the key steps I'm about to outline for you. They are the very steps that have generally been followed by the most successful marketers of our lifetime.

So let's get started:



Step 1: You Must Understand that Marketing is the Key Money Making Element of Your Business.

It's a constant furnace that must be fed the fuel it needs. You must be constantly looking for opportunities to harvest the assets of your business, understand what will bring you revenue, and make sure that you focus your primary messaging around the benefits of what you have to offer.




Step 2: Marketing is a Process

It is not something you do once and then forget about it. It is an ongoing process that must be constantly refreshed, re-purposed and ready to present to different target markets.



Step 3: Make Sure You Understand the Pain Points of Your Customer

From the very first you must make it your business to know what your customer needs or wants and why. Then, and only then, must you demonstrate and compare the benefits and advantages the customer will enjoy through the use of your product or service.



Step 4: Let Your Customers Find You!

Think of the buying process as a journey. Get your message out in a way that makes potential customers comfortable with you. It's your job to meet them where THEY really are, not where you want them to be.

Step 5: You Must Always Move Your Customer to Action

Your message is all important in achieving this step. Ready, fire, aim should be your mantra. Once you have your message as clear and concise as possible, you deliver it to a well-defined audience and constantly refine and adjust until you are consistently hitting the target of customers who are ready to respond.

Step 6: Educate, Educate, Educate!

Notice that I didn't say Sell, Sell, Sell! Why? Today's customer does not like to feel as though he or she is being sold something. They want to do their own research, convince themselves of a particular need. Then and only then do they come to you to confirm their decision. At this stage, make sure you are prepared to show them they are correct.





Step 7: Test Everything!

Getting where you want with your message is not entirely up to you. Almost all of us tend to fall deeply in love with our products or services. How could the world not do the same? Sadly enough, it doesn't always work out that way. If you consistently monitor every step of what you are doing it's not too hard to identify whether or not it is working. If it isn't - change it! If it is - keep doing it!



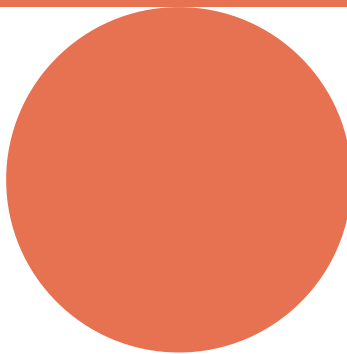
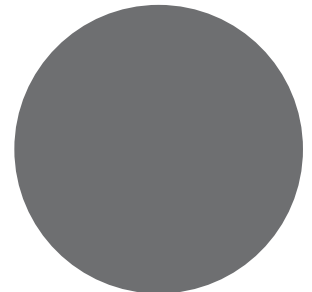
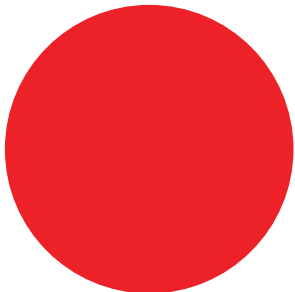
Step 8: Good Business is All About the Now

Never rest on past achievements or failures and don't get too dreamy about the future. You'll usually know you're on the right path if you tend to lose track of time when you're working. It's an indicator that you are having fun with what you do, lends balance to your life and dials down the stress level.



Step 9: Successful Marketing is Consistent

Ultimate consistency comes only from a proper marketing system! A system whereby your customer gets the experience they are expecting (think McDonald's here). Whether they are first-timers or multiple purchasers, the product or service must deliver the value they expect time after time.



Step 10: Run it Like a Business

Too many people run their business like it's a hobby. They are active in it when they want to be and drop out when they want. This is self-centered and does not honor the customer who has given you a mental investment of his time and money. NEVER give a customer the perception that he is not your FIRST concern.



So there you have it. My favorite steps to unlocking your "Marketing Genius." Now get out there and share your "unique and valuable gifts" with the world. We need them!

