

Turn your business into a profit machine with...



# The Five Fundamentals of Marketing

The Five **Unstoppable**, **Indisputable** and **Indispensable**  
Strategies

Which Form the Cornerstone of the Best Marketing Plans

And the Mindset and Principles You Need  
To Get the Most Out of Them

By Tom St. Louis  
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## **Introduction**

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### **Welcome to world of sane marketing!**

With the information in this E-Book, you will reexamine your marketing focus, and find at least one or two very significant windfalls for your business.

These days, there's a lot of confusion in the minds of business owners about their marketing. Too many company Presidents and Marketing Managers are blowing their budgets on activities which produce dubious results. By understanding and applying the Five Fundamentals of Marketing to your business, you will naturally simplify your marketing, raise your revenues, lower your costs, deepen your relationship with your best clients, attract new clients, sell more to your clients and greatly increase your profits.

Why spend your time on expensive activities that are difficult and produce limited results when you can do a few inexpensive things that produce a multiple of the results?

### **Does this sound too good to be true?**

Maybe it sounds like a dream, but read on and you'll see that the Five Fundamentals discussed in this Report are the shortcut to peace of mind and profit. I'm betting that by the end of this E-Book, you will be convinced and will reexamine your business with a new set of lenses.

### **Are you getting the most out of your business?**

If you are like most business owners, you work fifty or more hours per week. How would your spouse feel if he or she knew that you were spending so much time away from your family only to get a fraction of the reward that is due to you?

The secret to getting the most out of your business is good marketing. By "good marketing" I don't mean fancy marketing or complicated marketing.

I don't mean the kind of marketing where you have to have three PhD's just to understand what's going on. The Five Fundamentals are just that - logical, sane,

low cost, absolutely essential building blocks which will allow you to get control of little things like new client acquisition, client retention, maximizing referrals, attracting only perfect clients, etcetera, etcetera.

These Fundamentals will out produce your current marketing efforts by a two to one, three to one or even a ten to one factor. Read on and you'll see.

Special note: All the Fundamentals work together and will create powerful synergies in your marketing. In describing them, I have interspersed key principles throughout the Report. My suggestion for the best way to benefit from the information is to first read it through from the beginning to the end. Then read it again, looking for the specific insights and actions you can benefit from immediately.

## Definitions:

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Before we go any further, I want to define a couple of terms so we're on the same page.

- **Marketing** is: ***communicating value***. To the extent that people perceive value in what you offer, they will trust you enough to try it. And then, once you have sold them, if you can continue to represent value in their estimation, you will continue to do business with them.
- **Positioning** is: ***engineering the perceptions of your target audience***. This is a very powerful statement. If you can fully understand it, your business will change forever. Most of the time, we are thinking tactically - how to get the next sale, what great move will increase our revenues. Positioning is not tactical, it is strategic.
- **Strategy** is ***the what and the why***; the high level vision that determines all your actions. It is the right objective arrived at through holistic thinking. Tactics are the maneuvers to get you to your objective.

Why Marketing is harder than ever before.

Your client is bombarded with selling messages. According to various research reports, your clients face 3000 marketing messages every day. That's over one million annually! Or, if we go with Time Magazine's estimate, we're hit with 20,000 selling messages a day, or over six million annually!

Whatever number you may choose to believe, the fact is we are all overwhelmed with data from every direction. We have cell phones and pagers and computers. We get mail and e-mail (dozens of letters every day, some of us) and faxes and voice mail messages and phone calls. We see billboards and banner ads and print ads and television ads. Everywhere we look someone is trying to sneak their message under our radar and plant a perception into our skull.

Think about the perceptions you want clients to have about you. You probably want your clients to think of you as expert or caring or representing high quality. But look at what you are up against. If you proceed tactically, what are the chances that

your current marketing can cut through the 3,000 marketing messages a day and leave you at the top of the heap, looking triumphant?

The trick of positioning through direct marketing is that it starts with a narrow group and strategically communicates with them to alter their perceptions to where you want them to be.

Here are two guiding principles of direct marketing positioning.

### **Principle #1:**

#### ***Clarity***

Your message must be straightforward and clear. Clever doesn't cut it. Vague does not sell anything. Always keep in mind that "the confused mind says no". All the masters of selling are able to make their presentations simple and clear and straightforward. So should you.

People in this "3,000 marketing message a day" century don't have time to wonder what your message is all about. If you want to "cut through the clutter", achieve top of mind status and maintain it - clarity in your messages is absolutely essential.

### **Principle #2:**

#### ***Consistency***

Think of your *prospect* as someone you have to win over in stages. Think of your *client* as someone to nurture and educate and acknowledge and thank and educate and inform forever. To do either requires good strategy consistently, consistently applied.

If you have a "perfect client acquisition program" - which all businesses *should* have - then consistency, more than any other factor, will weigh in your favor in the long run.

By creating a strong, clear strategic message and delivering it consistently, you will create a powerful subconscious impression in the minds of your target prospects. Here's the progression: "These folks are serious. These guys are organized. These

guys follow through. These guys think outside the box. These guys know their stuff. These guys are obviously successful. I want to work with these guys!”

### **Principle #3:**

#### ***Multi-Dimensionality***

Your client is a multi-faceted person being deluged every day. Your goal is to become top of mind and relevant in several dimensions of value. It is not enough to simply call them every once in a while - although that's a very good thing.

To keep your great clients forever and to sell them everything they should buy from you and to get all the referrals you deserve from them, **you need to touch them in several different ways.**

Besides, calling every client every month may not be possible for you. Most of us lack the discipline and we have so many activities, timelines and distractions that the number of people we can personally stay in contact with is severely limited. And don't forget, everyone is different.

Many of our clients or prospects are too difficult to reach on the phone - and voice mail just doesn't cut it - at least not all by itself. And then there are some people who prefer to keep in touch by phone and never read their e-mail. Others respond to faxes more than they do to letters. Some notice letters but don't take action until they receive a follow up call.

In virtually every case, it is **combinations** that produce results, not individual tactics. You will probably recognize this if you have been in business for a while. If you track where your clients come from, you've probably noticed that with a lot of people, it's hard to pin the reason for your relationship down to just one thing.

Was it word of mouth or an ad or a letter or a website?

They don't really know when you ask them. And, even when they say it's one or the other, much of the time, if you dig a little deeper, you'll discover that it was actually a combination.

Before you consider the 5 Fundamentals, take a look at the Ultimate Secret of Success and do a quick gut check. See if you would be able to use the information even if you agreed that it makes all the sense in the world.

## **The Ultimate Secrets of Success in Any Undertaking:**

- 1) Decide upon your desired outcome
- 2) Find out what it will take to get there
- 3) Ask yourself if you are willing to do what it takes
- 4) If the answer is yes, do it
- 5) Check to see if it's working
- 6) Make any adjustments if necessary

So, what's your objective? Is it more revenues? A certain number of clients? Do you want to build your business and sell it on a certain date for a certain amount of money? Or, do you simply want your business to service your lifestyle? If so, what kind of a lifestyle do you want and how much money and time off will it take for you to realize it?

Now, what will it take for you to achieve your business objectives? Will it require you improving your skills? Developing better processes? Introducing better marketing?

I'll bet the answer has to at least a little to do with marketing. So do you know what marketing strategies, tactics, activities and action plans it will take to achieve your business goals?

### **Implementation is Everything!**

And implementation is where we all fall down, unless we have some kind of marketing machine behind us pumping out all the great strategic, multi-focal messages to each of our core audiences - on time every time.

Do you want to know why your marketing plans fall apart? Why they do not get implemented at the level of their conception? I can tell you why, because I've worked closely with a couple of hundred companies on their marketing.

Your marketing breaks down because it's not "what you do". Whatever business you are in is your specialty. That's your major. Your minor is marketing. No matter what, you will gravitate to what you love and what you do well. The main focus of your business will always take precedence over marketing, and so your business will suffer.

Since marketing is not your major, just learn to systematically implement the 5 Fundamentals, and leave the rest. These 5 Fundamentals might be all you need.

## **ABOUT MINDSET.**

Nothing works when you don't have the right attitude or "mindset". There are some "Deadly Sins" you need to avoid and important principles you need to understand for the 5 Fundamentals to make sense to you.

### **Deadly Sin of Marketing #1:** ***Losing Sight of Your Objectives***

In order for me to illustrate this point, let me tell you a story. I call it the Streetlamp Story.

Once upon a time, a man was walking on an unlit street in the middle of the night and accidentally dropped his watch. This was upsetting to him because the watch had been a gift from his grandfather.

So he got down on all fours and felt in every direction until he was frantic. He just couldn't find it. Then he had an idea. He looked up towards the corner where the streetlight was shining brightly. Even though the lamp was 100 yards from where he dropped his watch, he walked over there and looked under the light.

Why? Because at least he could see where he was looking!

If you think this guy is a moron, you might have a point. But I'm here to tell you that we all lose sight of our objectives and we all get caught up in the tactics and activities we are comfortable with. And when we do, we are just like the guy looking under the light for the watch.

## **Deadly Sin of Marketing #2:** ***Default to Cheap and Easy***

The most common error, usually fatal, which I see in the marketing activities of the companies I meet is that they always choose to do what is convenient for themselves rather than do what will create the strongest and most lasting impression in the minds of their prospects and clients.

Many company owners or marketing directors start with a clear objective in mind. But then when it comes to deploy their marketing, they ratchet back to what is financially and logistically comfortable. At that moment they are like the guy standing under the lamp when his beloved wristwatch is 100 yards away in the dark.

If you want your marketing to have lasting impact, when your prospects and clients are being bombarded by 3000 marketing messages a day, you'll have to step up to the plate and be distinctive. You'll never get there by making it cheap and easy for yourself.

## **Deadly Sin of Marketing #3:** ***Inconsistent Implementation***

If you implement your marketing only when you get around to it, the most discerning prospects will see you as a “marketing dilettante”, and they will take a pass on your products or services. One of the big changes the Internet has made in our perceptions is that it has led us to realize that, as buyers, we have infinite choices, so we may as well go for the very best.

When you communicate sporadically, or in a way that is not clear, it is obvious that you are not the best, and that negatively affects your client retention, your referral rate, and your new client acquisition.

## **Deadly Sin of Marketing #4:** ***Being a “One-Note Johnny”***

Many companies like to do one particular thing in their marketing - let's say for example that it's sending e-mail, which is fairly common these days. Sending e-mail is a great thing, but the impact of e-mail diminishes if it's the only marketing activity.

Remember, combinations work better than any one tactic.

E-mail is appropriate for certain kinds of messages and not others. So, even though sending e-mail is cheap and easy, by itself e-mail simply cannot substitute for other means of communications - especially when they are in the right combination.

Whether your preferred mode of marketing is through phone or e-mail or fax or direct mail or networking, always keep in mind that it is a combination, strategically deployed and consistently implemented that will have a multiplier effect on all your efforts.

# The Five Fundamentals

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## **Marketing Fundamental #1:** **Client Retention**

Ask the average business owner what marketing is and they will probably say something about creating new clients. In fact, no less an expert than Peter Drucker said that a business exists to create a client.

A client, or customer if you prefer, is a wonderful asset. But the vast majority of business owner ignores their clients and is always looking for the next client. It's as if they are thinking, "The honeymoon is over. Now we're married and I'm allowed to treat you shabbily or ignore you completely".

But consider this: You have a huge investment in that client. Think of all the marketing and selling you did to get them. There is a real cost attached to acquiring a client. There were many others who might have bought from you, who could have bought from you. But these people actually came forward, gave you money and accepted delivery of your product or service.

Don't you see how special that makes them? Here's the marketing implication: Once someone comes forward to become your client, it behooves you to nurture the relationship. To chase strangers who may become a client instead of nurturing the client who emerged from a whole field of potential clients is madness.

So how do you nurture a client? What's your strategy?

Simply put, you want to maintain top of mind awareness. And you want to reinforce it. Then you want to extend the perception they have of your excellence into other categories of value. If you remain top of mind, they will deal with you more and refer you to others.

To stay in touch with your clients, you should probably touch them a couple of times a month. It might be a letter and a phone call. Or an e-mail and a fax.

To find the right combination requires insight into their concerns and aspirations. The bottom line about the content of the communications is that it must be perceived as valuable, not self-serving. Many a time I have thrown out a newsletter, thinking: "You killed a tree and stuck this boring, self-serving stuff in my face. How dare you!"

Your clients are not interested in watching you pat yourself on the back. If you educate them, acknowledge them, invite them to participate in special events, reward them, offer them advantageous deals on things of interest to them, they will appreciate you. You will be the only one. If you don't do those things, they will forget you - even if you did a great job!

Remember clarity and consistency: Your clients will remember you and appreciate you because you touch them often in a combination of ways that fit.

The bottom line: Why seek strangers to buy from you when you already have people who will be happy to buy from you - if only you would communicate with them. The cost of selling to people you already know and can identify and locate is a fraction of the cost of finding and persuading strangers.

## Marketing Fundamental #2: Reactivation

After we have been fortunate enough to attract a client, we must do all we can to keep them happy. But sometimes we lose a client. If you have a higher volume business - a business which does hundreds of transactions every year or month or day - then it's difficult to keep track of all your clients. And it's virtually impossible to keep them all.

But consider this: if it's easier to sell to a client than a stranger, then it follows that it is also easier to sell to an ex-client than to a stranger. I've already said that many business owners abandon their clients after they have made their purchases. That is shortsighted and foolish.

Just as shortsighted is to take it lying down when a client stops buying. What are the odds that any particular lost client will come back to you? Pretty good. Compare those odds with the struggle and expense to create a new client and it's a no brainer.

Why do clients leave?

There are many reasons. It could be that they were approached by a competitor who offered them a better deal. It may be that they feel they no longer need what you offer. It might be that something you did or said turned them off. It might also be that they have forgotten about you.

The bottom line is that their "buying momentum" has been interrupted and their "buying inertia" has been reestablished. So let's take a look at Sir Isaac Newton's First Law of Motion. You will find that it is very relevant to all your marketing activities.

Newton's First Law of Motion states: *An object at rest tends to stay at rest and an object in motion tends to stay in motion with the same speed and in the same direction unless acted upon by an unbalanced force.*

Do you see the connection? A lost client is often a situation in which momentum has turned to inertia. They were moving, they were interrupted by an outside force and now they are not moving, in relation to you.

So what do you do about it? First of all, find out what went wrong, if anything. You might be surprised how often you discover that it was not a problem with you, but something in their life which distracted them from continuing to transact.

An example from my own life is Super Blue Green Algae. For me it is the best nutrient I have ever tried. It makes me feel great. It's expensive but I can afford it. I notice an unmistakable lift in energy and mental clarity when I use it. A few years ago I ran out and never reordered. You might think that it is terribly lazy on my part and you'd be right. But the fact is that my momentum was interrupted and I simply have not picked up the phone to make an order.

Neither has Super Blue Green Algae picked up the phone and called me. And they certainly have not sent me a "We want you back!" offer. My guess is that there are tens of thousands like me, who had momentum for a while then fell back to inertia. Super Blue Green could easily and inexpensively reestablish many client relationships by simply extending a preferential offer.

But they don't.

Do you see an opportunity there for your company? What is your attrition rate? Have you found out how it breaks down? How many clients leave you due to product or service errors? Can they be addressed and resolved? If they can, you will have a much more loyal client.

(I read a research study a few years ago that made a very compelling case that a client who has a problem which is resolved is much more loyal and buys more than a client who never had a problem.)

How many of your lapsed clients were interrupted by something and can be easily reactivated?

The bottom line: any client you used to have is more likely to deal with you than a stranger. The secret to reactivating them is, depending on the dynamics of your business, to find out what the problem was and resolve it. Or, to make a series of attractive offers until they come back. Treat them like a revered client and in time, their momentum will be reestablished.

## **Marketing Fundamental #3:** **Increasing Client Value**

Jay Abraham, the incomparable master of direct marketing says there are only three ways to grow a business. 1) Get more clients 2) Increase the average transaction size with your clients 3) Increase the frequency of transaction.

Getting more clients is what we normally think of when we want to grow our business. But let's look at the other two for a minute: increasing the amount our clients buy from us; and increasing the frequency of transaction.

One technique for increasing transaction size is, of course, *up-selling*. McDonald's famous phrase, "Would you like fries with that?" is responsible for billions in extra revenues. It costs nothing more to make that sale. In fact, if we refer again to Newton's First Law of Motion, a new client is someone who is just now going from inertia to motion. That is the moment to take maximum positive and ethical advantage of their momentum and make available to them the best of what you have to offer and all related services.

I once consulted with a client who took orders over the phone from direct response ads. I suggested a simple phrase to add to their phone script. It was something like, "Would you like to hear about our special for today?" This simple strategy increased their average order size by more than 60%.

Upselling is powerful, but that's just the start. Throughout the life of your relationship with your client, you should be making them aware of the benefits of your products and services. In many businesses, like the financial services business, the client goes through several different stages and each stage has its appropriate product or service.

Your job is to make your clients aware of all the advantages you can offer them. But nothing is more common than to hear a business owner lament, "My clients don't realize that I'm more than a (insert single product or service name) seller". What the business owner is saying is that the client "just doesn't get it".

Do you find that your clients don't realize all that you have to offer? They bought one product or service from you, but there are others which they really need and

you have not been able to convince them of the value? If so, whose fault is that? Is it the client who doesn't get it? Or is it the business owner who has not yet successfully communicated the benefit?

Remember, your clients are bombarded by over a million selling messages a year. If you make a cheap and easy attempt to influence or educate your client and it fails, then what did you expect? Many business owners put together a simple brochure and list all their products. Then they leave it around their offices or include it in a package prospects get at the first meeting.

Apparently, they figure that there is nothing more that can be done and that if the client doesn't understand the benefits, then it's their loss.

If listing your products in a brochure is not enough, then what's the answer? Again, let us consult the Ultimate Secret of Success. What would it take to make sure that your client understood all the value you offer? You would have to strategically communicate a number of points over a period of time.

It would be necessary, once again, to consistently and clearly communicate the benefits you want your clients to appreciate—in a *strategic* manner.

The notion of a strategic communication is so important that I will define it for you.

***A strategic communication induces your audience to reach a certain conclusion in their own minds.***

This is different than *tactical* communication, which is simply telling from the outside and hoping someone will accept your assertion. Many misguided communicators persist in the belief that if they say something forcefully enough or loudly or often enough, the prospect will start to believe it.

Here's a practical example. Many company owners can think of no better approach than to say, "We're the best!" Their idea of an ad or brochure or sales pitch is to find as many ways as possible to prove that they are the best. This does not take fully into account the intelligence of the prospect and their natural resistance to what you say.

“Telling” does not achieve the desired effect.

The critically important distinction is that it is what the client says in their own mind which is “the truth” to them. Not what you say. So, your objective should be to position your information so that the client says, “Wow. These guys are different. They’re the best!”

How do you do that? I won’t say it’s easy, but I will remind you to ask the all-important question, “What will it take to make it?” Instead of doing what is most convenient and easy and cheap for you, consider what it will take to get your message across.

If increasing your average annual transaction size with your clients by 50% or 100% is a worthy goal, then let’s discuss how to do it.

The secret is to segment your client base and strategically communicate based on the needs and perceptions of each segment. In other words, you need to fit the message to the person receiving the message. And again, remember the two watchwords: clarity and consistency.

If a client has been buying product ‘A’ for years and has not bought product ‘B’, then it might take more than one brochure to convince them. It might require a strategic sequence.

We’ve been talking about increasing the size of the average transaction. Now let us briefly address transaction frequency. Let me give you an interesting example. I currently buy my vitamins from a company called Melaleuca. The vitamins might be very good. Their information seems powerful and clear. The reason I still deal with them is that they send the product every month, billing my credit card. You see, the momentum is fully established. To stop them, I would have to be proactive.

This is a strange study in human nature, but I want you to understand this. I used to pay over \$100 a month for Super Blue Green Algae and loved it. Then I forgot to order and years went by. Then I started to pay over \$100 a month for a variety of vitamins and minerals and nutrients from Melaleuca that I am nowhere near as excited about, but they still have my business.

Think of how Newton's Law affects both situations and consider how you can create a continuity program, or "standing fill" as I like to call it for your business. Here are a few examples:

Dentistry practices are masterful at getting patients to come back with increasing frequency for cleaning and check ups. It used to be twice a year. Many high-end practices now get their patients back four times a year! I know what you are thinking: "beautiful cash flow" and you're right!

A few carpet cleaning companies have taken a page from dentists' playbook and are now offering significant discounts to come twice a year to pull all the harmful dust mites and other gunk out of their clients' carpets.

Consultants offer retainer programs. It's a simple idea: pay me a certain fee every month and I'll make sure you have all the support you will need.

Car dealerships have programs to keep you coming back for service several times a year.

With a little creativity and persistence, you can discover or create a continuity program that will increase your frequency of purchase.

## **Marketing Fundamental #4: Choosing Your Perfect Clients**

Wouldn't it be great if you were only working with people like your very best clients? Seems impossible, doesn't it?

It's not.

You are probably familiar with the Pareto principle, or "80/20 Rule". For most businesses, twenty percent of their clients produce eighty percent or more of the profits. But what if you could turn the Pareto principle upside down? What if you decided who you wanted to work with and for, and then only communicated with ideal potential clients?

The benefits would be pretty obvious - and stunning. Your revenues would soar and so would your personal satisfaction in running your business. The secret to making this happen is *focus*.

If your marketing is like a broadcast over a wide network, you are sending your selling messages to a lot of clients you don't want and a few clients you do want. The trick is to create a dream list of clients you want and then "narrow cast" your message only to them.

The folks you don't want won't get the message. Only the folks you want to get the message will hear it, and when even a small percentage of that list converts, the impact on your business will be tremendous.

What will it take to make it? I said before that consistency and clarity are the key words. To those two I will add *patience*. You can have virtually any client you want if you are able to prove your value to them. That will probably take time. So be patient.

One of the modern spiritual texts has an intriguing line: infinite patience produces instantaneous results. Another way of saying the same thing in a marketing context is: if you are willing to do what it takes, you may not have to.

If your perfect client sees that you are serious and professional and are committed to communicating with them, and providing value whether you get a quick transaction or not, they will eventually take notice. If your competitors are "broadcasting" to a wide audience and you have carefully selected only the ideal clients, you will be the only ones to have made that same commitment.

Before too long, and maybe quicker than you may think, they will be familiar enough to try your products or services.

That's when the other fundamentals kick in.

Currently, they might have a supplier they prefer. Or, they may not perceive the need for your product or service. That's fine. There's no rush. The secret is to communicate your message in a multi-focal way, with consistency and clarity. If even a small percentage of your perfect client list converts, the impact will be huge.

## Marketing Fundamental #5: Strategic Positioning

This last fundamental has been discussed, directly and indirectly, all through this E-Book. **Positioning** has to do with the way your company is perceived relative to the market. **Strategic Positioning** is where you choose a position and get your desired clients to see you that way.

For instance, it might make strategic sense for you to want your company to be seen as the “most service-oriented company in your category”. If that were your desired position, how would you go about creating it?

Not by loudly proclaiming “We’re the best at service!” Instead, you would educate your market about how they deserve to be served - and their options. You would take them by the hand and show them what they should have the right to demand from a company in your category. You would raise the stakes to a higher standard and teach them to be an excellent buyer of your category of product or service.

Of course you would be the company perfectly positioned to fulfill the criteria you have created. That’s why you need to find the right positioning for you.

I first learned about positioning when I was eight or nine years old. I was looking through my older sister’s high school yearbook. The graduating class was given the opportunity to list their nicknames, favorite activities, probable destinations and pet peeves. One student’s pet peeve surprised me.

It was: “People hassling me when I don’t win”. I thought about it and I realized that this guy must be an incredible athlete and quite a forthright and humble person to boot, since he had no qualms about admitting that he lost sometimes and was bugged about it. Plus, he was obviously a very popular person because so many others were caught up in his sports career and would talk to him about his occasional uncharacteristic loss. By that simple statement, I knew a lot about this guy - or at least I thought I did.

Years later, in my own graduating year, one of my fellow students, a good but not outstanding athlete, listed as his pet peeve “People hassling me when I don’t win”.

Now I was intrigued. My classmate, who I knew personally, was trying to make people think he was a much better athlete and a more popular person than he was. And, he borrowed his phrase from a truly great athlete from my sister's year. But wait a second! Was that guy from my sister's year really such a great athlete?

Maybe he was and maybe he wasn't, but his strategic communication bypassed my critical faculties entirely. I was sure he was a great athlete and it wasn't until my own classmate attempted the same positioning statement that it even occurred to me that my head had been spun.

Both were "engineering perceptions" through a clever means. They were not making any direct statements about their athletic prowess. They did not say, "I am a great athlete". They also did not say, "I want you to think I'm a great athlete". What they did say led me and many others to assume that they were great athletes and big men on campus.

That's positioning.

So how does this apply to you?

Your goal is to strategically position your company so that your market sees you in an optimum way. There are many variations, but simply put, you want your prospects and clients to think of you as the only choice that makes sense.

There are two ways to do it - through mass media or through direct marketing. All the fundamentals in this E-Book are based on the assumption that you will communicate directly to selected groups in your own database.

To position your company through broadcast media would be expensive and you would be spending a lot of money communicating to people who are not prospects. On the other hand, if you communicate directly to selected audiences, you can strategically position yourself one person at a time.

The most important secret to strategically positioning yourself to your clients and prospects is educating them about your business category. Your competitors are probably not interested in giving away "inside facts". It's a great opportunity for you to differentiate yourself and show the world that you have a higher calling.

For example, if all your competitors are busy saying, “We’re the best!” and you are saying, “Here are the five things you should know before you buy a computer network”, that’s great positioning. By educating your target audience, you are immediately seizing the high ground *in their mind*.

Your prospects will quickly conclude—below the level of conscious thought—that you care more about protecting them than you do about your own self-interest. They will see that, unlike your self-serving competitors, you have the confidence and expertise to stand for something higher than just making the next sale.

It will be hard for your prospects to deal with your competitors once you establish this positioning. This is a perfect complement to Fundamental #4, “Choosing Your Perfect Clients”. By regularly educating your perfect clients about how to buy your category of product or service, you will become top of mind and relevant fairly quickly.

It’s only a matter of time before they try you out.

Again, what you will want to do is create a spool of relevant communiqués in several dimensions, including mail and calls and Reports and possibly postcards and faxes.

## **Conclusion:**

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Stop doing anything else until you have the 5 Fundamentals working for you. If you're spending a lot of time and money with other marketing strategies, but you don't have the 5 Fundamentals working for you, you are most definitely under performing and over spending.

Working with the 5 Fundamentals is the quickest and most sensible way to solidify your cash flow, strengthen your relationships with your clients, attract the clients you choose and move your business up to higher ground.

To recap: you want to grow your business in the sanest, most direct and profitable way possible. So, naturally, your focus will be to keep your clients and get them to buy more from you and buy more often. And, you will want to win back the ones you lost and attract only the clients who are perfect for you.

So, you will communicate strategically to each of your core audiences with consistency and clarity. This means that you will send them a variety of messages through various media - mail, phone, fax, e-mail, invitations, cards, etc. - and you will do it with strategic positioning at the core.

Most important is that you will do it with great consistency. Consistency delivers a message that is more powerful than all the rest combined; that you are truly committed to serving others. Everyone will respect you for that, and the word will spread.