Chapter One: Jay Abraham Business Building and Marketing Mindset Demystified

- **Principle Number 1: Find Joy In Your Life's Work**
  - the reason difficult customers are the way they are is because *you’re the way you are*
  - You need to change to a favourable mindset to gain a favourable response from them
  - Have a higher purpose in serving your customers i.e. providing value
  - The greatest purpose is to bring greater value, or greater benefit, or greater advantage to people, or to cause something to happen that is significant.

- **Principle Number 2: Discover the secrets of successful people**
  - They have fire in their belly
  - Have focus to do things
  - They have no ego and are always searching for insight
  - Sense of discovery
  - Interact with your customers

- **Principle Number 3: Focus**
  - Know where you want to get to
  - Know where you are right now
  - Failure is a testing process
  - Be tenacious and persevere
  - Have a contingency
  - Always put your customers interests ahead of your own
  - Be a leader and lead your customers to a more fruitful life
  - Give customers viable options and an alternative
  - Ask yourself
    - What are the benefits
    - What are the greatest results?
    - What are the advantages?
    - What are the measurable improvements I can bring to somebody?
    - And how can I help bring that to them?
    - What promises can I make them?
    - What interim promises can I give them?
    - What introductions to that promise can I avail them of without being at risk myself?
  - Know your customers frustrations, fears and wants and aspirations
  - Give advice
• **Principle 4: Perspective - The Mindset to Make You Wealthy!**
  - See that everyone has a hidden wealth
  - Where do you have hidden wealth?
  - Most business have expertise they don’t recognize
  - Do you know someone valuable?
  - When you realize that there's all kinds of different processes that embody the way you transact and operate your business, anyone of which can be segregated, identified and valued, you could teach all kinds of methods to other people.
  - License your best processes

• **Principle 5: Know Your Purpose**
  - Put your clients interests ahead of your own
  - Communicate USP, benefits and reasons why
  - Tell them how it will make their life better

• **Principle 6: Strategy of Pre-Eminence**
  - Fall in love with your customers
  - Ask what do I have to give my clients to buy over what do I have to say to get them to buy
  - Most clients see things as a project with a start and end
  - Make sure they know it’s a certain amount of easy to do steps, time, etc
  - Be obsessed with giving value not getting money
  - People who give you answers empower you
  - Your clients need someone to advocate and address their well-being in a conclusive way that brings them to an *end result that they can see*, and they can believe, and they can emotionally and rationally understand and accept
  - Ask them questions so they take ownership of the ideas
  - Give them an end result
  - People want to feel good about the decisions they make

• **Principle 7: Optimisation Strategy**
  - Plan and strategise in a way you can see

• **Principle 8: It’s All About Contribution**
  - Teach people how to get more out of their lives and they owe it to themselves

• **Principle 9: The Power Of Being Strategic**
  - Unless you change your strategy you won’t be able to change you results
  - Make a list of your priorities for each day and just focus on that

• **Principle 10: Creative Emulation**
  - Study marketing outside your industry and apply it
  - Swipe and deploy
• **Principle 11: Exploit Every Under Utilized Asset First**
  - There is always opportunity if you look at it differently
  - Ask:
    ✓ Where is the opportunity in this?
    ✓ Who could profit from this?
    ✓ Who would benefit from this?
    ✓ What else could” be done with this?
    ✓ Who else might utilize or benefit from this?
    ✓ Who else could have more to gain by my working through this?
  - You’ve got to realize you have secret wealth
  - You’ve got to believe you are entitled to get paid handsomely for things you have already done
  - What skills are you best at?
  - What do you have knowledge of?
  - What assets do you have?
  - What relationships are you under utilizing?
  - Get leverage on everything you know or everyone you know from the past

• **Principle 12: Do Not Limit Yourself**
  - You have the right to achieve anything you want

• **Principle 13: Emphasise Your Benefits**
  - Tell them what they are going to get

• **Principle 14: Time Your Most Valuable Asset**
  - Ask what you are not content with
  - Ask where you want control
  - Ask what’s gonna get you there
  - Have a strategy based on leverage
  - Do one thing at a time starting with the most important
  - Calculate the Long Term Value of your customers
  - Break things down
  - List things and value rank them
  - Don’t avoid doing the more intimidating things
  - Do the hard things first
  - Reduce everything into baby steps with structure

• **Principle 15: You Make The Rules**
  - You can play anyway you want
  - Decide what you want and go for it
  - **Positioning:**
    ✓ The key here in terms of dealing with businesses and life as it already exists is to look at it in a manner that no one else has looked at it. And
look at it in a manner based on serving, bringing value, benefiting, contributing more to the other side.

- **Principle 16: Never Become A Commodity**
  - You can make your proposition different.
  - You can add other products or services to the transaction.
  - You can make what you do different.
  - You can make the product not be the real value, but the advice or the assistance or the technical expertise that you bring that would cost them a fortune.
  - But it's free if they buy the product from you.
  - Let's look at the whole thing - what goes before it, what goes after the process you're bidding on, and what goes with it. Find out what those are and if there's enough profit in your bid, add that other step free as a bonus for the same price.

- **Principle 17: Enormous Profit Potential In Sequential Marketing**
  - Every communication must have an insight
  - Letter-call-letter or mail-call-mail
  - At least 7 communication is necessary

- **Principle 18: Everything In Your Business Is A Process**
  - Test

- **Principle 19: What Business Should You Go Into?**
  - Service industries due to customer frequency
  - High mark up

Chapter Two: Value Who You Are And What You Offer

- What can you do better than someone else?
- Look at how much your customers benefit for what you do
- Many people respect a higher priced service
- Revere what you do and communicate that
- Access
- **A powerful claim with proof will support your priced rise**
- Your self image has an enormous impact on your income
  - Don’t see yourself as a commodity base
- If you don't believe you're worth it, if you can't respect yourself, then you can't expect anyone else to.
  - That holds true for deserving referrals, pricing, repurchasing, or having the responsibility of not allowing customers to buy what they want, but instead, helping them buy what they need.
- You need to see the value, and uniqueness, and improved outcome that you will get in the process. You need to learn to live in the future transactionally, see the real effect you have on people.
- All people won’t go along but that’s fine, you’ll find plenty who will
- ADD VALUE don’t drop price
- Security is based on the faith you have in yourself to perform
- Results come from the value you provide society and other people
  - You must break away from structured corporate norms
- First look within your current situation and see what you can improve
- There is a problem most people have who’ve been on somebody else's payroll too long.
  - And that is a kind of built-in undervaluing of their own skills.
- Revere what you are worth
- Figure out what you do well
- People buy results
- Remove risk from the shoulders of others
- Perform in areas where you know you are good
- Don’t set yourself up as an island – page 109
- Be a deal maker
- The best way to be appreciated is to appreciate first
  - Life is all about contribution
  - Appreciate everyone in your life
  - Appreciate yourself
- You’ve got to look at the impact and the influence of what you do has on somebody's life so you can appreciate the powerful relevancy of your importance, your reverence, your value to them.
- Position yourself as exclusive
  - Revere yourself because no one else will
  - Educate them to the reason why

Chapter Three: Fall In Love With Your Customers
- Most people think, "What do I have to say to get people to buy?"
  - Instead they should say, "What do I have to give? What benefit do I have to render?"
- All the world cares about is how much more you can give them an advantage ... how much more benefit you can give to them ... how much greater the result or the advantage or the payoff they're going to get from dealing with you, instead of dealing with somebody else
• Look at the implications of your service in your customers eyes
• Your mindset should be how you enhance someone’s life
• Be a value creator
• The more control you give someone the more they feel liberated
• Break things down for people into little steps
• Most people focus on tangible results, so you have to deal with specifics, not abstract generalities.
  - But at the same time, he felt that most of the great rewards aren't tangible, so you had to deal with those, too.
• Show me is more powerful than tell me
• Give them the ammunition to come up with the answers themselves
• Never draw the conclusion for the client
• Let them take ownership of it
  • **Any claim you make your client must agree with them**
• Go through the process of letting them in on the conclusion,
  - the basics,
  - the facts,
  - what you thought that meant,
  - why you favored one over the other because from logical, emotional standards, this interpretation made better sense.
  - And then finally, walk them through the whole process, and take them to a conclusion
• Many concepts can be too difficult for most people to buy into: Instead, give them an example of how things work.
• Use a reference example
  - When you go to MacDonalds……
• **You should always try to use a reference frame metaphorically first before you try to explain anything to your clients.**
  • *The trick is to fall in love with your client to see them as being all-important ... to live for seeing their life and wishes fulfilled.*

**Chapter Four: The Strategy of Pre-eminence**
• The goal is to best serve your clients interests
• See yourself as the ultimate advisor
• Sell things that also go along with your product/service
• Look at what other ways you can serve your clients
  • **Innovation is the adding of perceived value**
    - Innovations come from other industries
When you have a success, you've got to maximize it rapidly for two reasons:
- First, because that newfound success is not going to endure very long. Today you've got a much more shortened success life span ..
- Second, you've got to maximize its payout to you so you can quickly acquire the capital, positioning, and new customers.

Empower your team

"Because its purpose is to create a customer, the business enterprise has two – and only two - business functions: marketing and innovation. Marketing and innovation produce results. All the rest are costs." Peter Drucker

There are four essential conditions of innovation. They are:
1. Innovation is work, requiring knowledge and ingenuity.
2. Innovators must build on their strengths.
3. Innovation is an effect in society, so it always has to be close to the market - indeed market-driven.
4. Successful innovators are conservative. They are not risk-focused; they are opportunity-focused.

Marketing starts out about finding out what your buyers want
- Values and needs

Accountability is required to force you to get results

People only pay you to solve their problems, and they've never actually put many of those problems in words.
- The first person who defines for the client the result and benefit they're trying to achieve can own the market

Choose your niche carefully

Whole industries tend to believe that their own industry has been so well established for so long that everybody understands all the rules, and they will go on the same way forever.
- Then their reaction to any downturn or bad news tends to be to do more of what they were doing before, but to do it even bigger and more expensively. More and more of the same, with little real result.

Read those periodicals outside your field and pay attention to two things:
- First, you look at the articles.
- Second, you look at the advertisements. You respond to the advertisements.

Probe other people for ideas

Talk to leaders in other industries
Chapter Five: Optimisation

- Everything you do gives you the
  - most sales,
  - the most repeat sales,
  - the lowest cost per lead,
  - the least amount of customer problems,
  - the highest level of customer loyalty and admiration,
  - and the least downside risk.

- Most people use just one source of income

- Multiply and diversify your sources

- Optimization is the highest use of your time & effort
  - **Maximum Results For The Time With The Minimum Risk, The Minimum Effort, The Minimum Expense**

- **Demings Philosophies**
  - Create constancy of purpose for improving product or service
  - Adopt the new philosophy. A new economic age has dawned where quality – not quantity - is paramount.
  - Cease dependence on mass inspection.
  - End the practice of awarding business on price tag alone. Instead, consider the total costs and the level of quality.
  - Improve constantly and forever the system of production and service.
  - Institute training.
  - Institute leadership.
  - Drive out fear.
  - Break down barriers between staff areas.
  - Eliminate slogans, exhortations and targets for the workforce.
  - Eliminate numerical quotas and management by objective.
  - Remove barriers to pride of workmanship.
  - Institute a vigorous program of education and self-improvement.
  - Take action to accomplish the transformation.

- Measure your businesses processes

- Decide what you want and then look at how to get there

- What additional things would you need
  - If you want to get more customers how do you service them correctly?

- Make a list of each of these areas as they exist in your business today:
  - Resources and Tools Inventory List
  - Skills and Abilities (my own and those of my team members):
  - Financial Strength (current financial picture, available capital, etc.):
- Other Assets (i.e. sales force, strategic relationships, etc.):
- Equipment, Space, Other Available Resources (i.e. computers and machines, warehouse space, under-utilized skilled labor, etc.):

**Important Questions I Must Answer for Myself**
- What is it about my enterprise that gives me the most joy and fulfillment; the strongest sense of purpose?
- What doesn't give me joy, fulfillment and a strong sense of purpose?

**Key Factors in Getting Me to Where I Want to Be:**
- How much time, effort, and capital am I willing to invest?
- What specific allocations of capital am I comfortable making to accommodate the growth I want?
- If my goal turns out to be beyond my present financial capacity, would I be comfortable working with strategic partners and outside services?
- What is my exit strategy from this business going to be?
- Do I really love what I do and the people I do it with - and for?

**In considering each marketing approach you've selected, ask yourself:**
- What specific application of this approach seems most likely to yield the greatest result?
- What is the quickest, easiest, least expensive way to do it without sacrificing my standards of excellence?

**Then, once you've done it, measure your results and list them below:**
- What happened?

**At this point, you're ready to evaluate:**
- Is it worth it? Why?
- If it is, how often should I repeat it? Once? Occasionally or seasonally?
- According to a regular schedule? Or should I keep it going continuously?

**If an element in your strategy isn't profitable the first time you try it, don't automatically reject it until you ask yourself this question:**
- Is there another way to apply this approach to make it work for me?

**Find out about your customers**
- Who is buying what

**There are Three Ways to Grow a Business - ONLY THREE WAYS:**
- *Increase the # Of Customers*,
- *Increase the Average Dollars per Sale*,
- *Or Increase the Repurchase Frequency*
• (i) Grow Your Customer Base (22 of 34 strategies)
  • Increasing Your Lead or Inquiry Generation Through (12 of 34 strategies)
    - Referral systems
    - Acquiring customers at break-even up front and make a profit on the back-end
    - Guaranteeing purchases through risk reversal
    - Host beneficiary relationships
    - Advertising
    - Using direct mail
    - Using telemarketing
    - Running special events or information nights
    - Acquiring qualified lists
    - Develop a Unique Selling Proposition
    - Increasing the perceived value of your product/service through better customer education
    - Using public relations
  • Increasing your customer retention rate by (2 of 34 strategies)
    - Delivering higher-than-expected levels of service
    - Communicating frequently with your customers to "nurture" them
  • Increasing your conversion from inquiry to sale by (5 of 34 strategies)
    - Increasing sales skill levels of your staff
    - Qualifying leads up front
    - Making irresistible offers
    - Educating your customers by giving "reasons why."
    - Creating/adding more perceived value.
  • Acquiring More Customers/Clients (3 of 34 strategies).
    - Buying other companies.
    - Marketing assets not normally sold.
    - Re-activating former clients.
• (ii) Increase Average Transaction Value (6 of 34 strategies)
  - Improving your team’s selling techniques to up-sell and cross-sell
  - Using point-of-sale promotions
  - Packaging complementary products and services together
  - Increasing your pricing and hence your margins
  - Changing the profile of your products or services to be more "up market"
  - Offering greater/larger units of purchase
• (iii) Increase Transaction Frequency (6 out of 34 strategies)
  - Developing a back-end of products that you can go back to your customers with
- Communicating personally with your customers (by telephone, letter, etc.) to maintain a positive relationship
- Endorsing other people's products to your list
- Running special events such as "closed door sales," limited pre-releases, etc.
- Pre framing or programming customers
- Price inducements for frequency

Chapter Six: The Moving Parade

- Only replace your ads with better ones or if it stops producing
- People have different levels of urgency, needs
- Technology is always moving as is the competition
- Your job is to educate
- Start them in the buying process before they are ready to buy
- Have a ladder of ascension
- It's easier to resell existing clients
- Get referrals
- Always follow up
- What is the path of your clients?

Chapter Seven: Unique Selling Proposition

- Examples:
  - You sell your product or service for less (specify an exact amount) than any other company.
  - You sell a higher quality product or service than anyone else so you may charge more.
  - You provide more customer service or education before, during and after the sale than anyone else, at comparable or better prices.
  - You offer two times the guarantee or level of assurance, protection or warranty of your next closest competitor.
  - You offer more exceptional bonus products/services/premiums/gifts certificates than anyone else.
  - You offer more choice/selection/options than anyone else.
  - You have a service department ten times the size of your competitors, so the customer only has to wait six hours instead of the industry average of six days.
  - You have a trade-in program that no other company offers.
- You serve a specific age group, industry, type of person, etc.

- The USP is the essence, or the "quintessential element" of your entire business concept. It's that distinctive advantage that distinguishes your business, your enterprise, from all your competitors.

- It must be clearly stated
- A clear articulation of your USP provides customers reasons why they should do business with you as opposed to someone else.
- Many companies try to be everything to everyone, and they can't understand why they don't possess a unique advantage in the market.
  - It's because they've positioned themselves as a commodity.
- A USP is always external
- Integrate it into:
  - Advertisements
  - Headlines & subheads
  - Telemarketing
  - Sales letters
  - Beginning & end of radio ads

- List three specific reasons your best customers would say about why they do business with you. What are the three most important results your customer is seeking from the purchase of your product or service?

- Remember to think about the actual prospects when considering each:
  - Price (Do you offer the best price for your product?)
  - Value (Is your product a better value than offered elsewhere?)
  - Design (Does the product's design set it apart from the competition?)
  - Uniqueness (What is different about your product or service?)
  - Convenience (Is it easier to buy from you than the competition?)
  - Service (Do you offer product services before, during, or after the sale that is different than your competition?)
  - Performance (Does your product work better than the others?)
  - Reliability (Is your service or product more reliable than the rest?)
  - Others (What else stands out about your product and service that might appeal to your customers?)
  - Your Magic Hot Buttons (Are there certain words, catch phrases, or concepts that win appeal to your most likely buyer?)
  - Your Competitor's Successful Materials (If the market is large enough, why re-invent the wheel?)
  - What is your competitor doing right, and can you become a successful profitable business doing the same? (Be sure to consider your situation vs. the competition's when looking into this option.)
• You must first identify which needs are going unfulfilled within your industry:
  - A broad selection.
  - Big discounts.
  - Advice and assistance.
  - Convenience (e.g., location, quick service, fully stocked shelves, immediate delivery).
  - Top-of-the-line products.
  - Speedy service.
  - Services above and beyond the basics.
  - A longer and more comprehensive warranty or guarantee than the norm.
  - Any other you might think of

• There are four questions for you to answer before you can become a USP marketing genius:
  - What are your customers' desires about your product/service?
  - What are your customers' concerns about your product/service?
  - What are your customers' fears about your product/service?
  - What are your customers' frustrations about your product/service?

• Make sure to keep your promises

• Until and unless you differentiate, distinguish, and establish some unique selling advantage or proposition - one that your customer or client can easily and instantly perceive - you have nothing special to offer anyone.

• In creating a persona for your business, remember this: the more appealing, desirable, and fun it is to do business with you, the more business you'll get.

• Be specific & external
  • Ask: What is there that's superior or more beneficial about my product, my service, my company, my people, my process, my engineering or design or construction capabilities, my buying criteria, my technical skills?

• Do not embrace any USP you cannot deliver on fully and continuously.

• Make sure your claim is believable, as well as true.

• Know who your primary target audience is
  - Offer unique solutions to their problems

• Provide post purchase reassurance

• When giving a special offer:
  - First, the customer should always see the offer as a logical extension of your basic USP.
  - Second, it must be clearly evident that the special offer is a genuine special value or benefit not offered to new customers.
  - Third, don't cut corners by not providing a better price or higher quality product, longer guarantee or added services.
- Fourth, don't underestimate the profit potential inherent in these special offers.

- Transactions occur for two major reasons.
  - First, the relationship and trust involved between the two parties.
  - Second, pure advantage.

Chapter 8 – Lifetime Value
- It’s the total aggregate profit of an average customer over the lifetime of his/her patronage (including all residual sales) less all advertising, marketing and fulfillment expense.
- The first calibration point you have to calculate is to know what a first time buyer, a certain kind of product buyer, subsequent buyer, or industry specific buyer is worth to you
- Then look at the subsequent implications of that sale including referrals

Chapter 9 - Leverage and Exponential Business Growth
- Nine drivers of business leverages
  1) Your Marketing
     - This has the greatest amount of leverage
     - Varying results will generally all cost the same
     - It costs the same to display an ad or send a bunch of letters
     - Look within your own organization and see who does what you want to do, and does it better than everyone else.
     - Go outside your company.
     - Go outside your industry to related industries, and look at their best practices.
  2) Your Strategy
     - The easiest and fastest way to instantly transform your business results is to change the strategy you follow.
     - Most businesses do not have a strategy
     - You then must unravel what it is you’re truly working to accomplish, build and sustain with your business.
     - You’ve got to know what it’s supposed to look like when it’s operating, sustaining, and continuously delivering for you - when it's fully functioning.
     - You have to decide what outcome you want
- Make a list of the highest performing, most impressive, sustaining, successful and formidable companies you know of, inside and outside your industry.
  ✓ Then take the time to think about what their "big business" strategy really is. What is it that they're trying to do? What is the cohesive element tying together all the tactics they launch? It will be time well spent.

3) Your Capital
   - Train your people
   - Know your capital expenditure and ROI
   - Question the capital expenditures you're making and the ROI (Return on Investment), the ROE (Return on Effort), the ROP (Return on People), the ROA (Return on Activity), and the ROO (Return on Opportunity
   - Set up dashboards

4) Your Business Model
   - This is the integrated approach on how you achieve your strategy
   - Ask how you can improve your front end & back end

5) Your Relationships
   - Create a mastermind
   - Steal your competitors best people
   - Tap into your relationships regularly

6) Your Distribution Channels
   - Provide more products through your distribution channels
   - License other people products
   - Examine your distribution channels

7) Your Products & Services
   - Where else can you take them
   - License your products
   - Have a premium version
   - Convert your products for new niches
   - Examine your existing customer database

8) Your Processes, Procedures & Systems
   - Measure the processes driving an activity
   - Figure out what more successful companies do when it comes to the process you want to improve
   - Once you can quantify and measure those superior processes, you can sell them, license them, or joint venture their use for a share of the improved result they produce for other companies.
- What do you do in any other measurable, impactful and quantifiable element of your business that can be done better, that you can learn from others - or that you do at the top of the line that you could teach others and get paid for?

9) Your Ideology
- You must get outside your comfort zone
  - Be proactive and strategic
  - View your company as an asset that grows and thrives
  - If you can make the same action, the same activity, the same person, the same capital, the same client - everything - produce more yield, more performance and then sustain it - the combined effect is geometric growth.
  - First maximise what you are already doing
    - Break each down to its individual process and activities
  - Have funnel vision and look to other industries
  - You’ve Got To Draw A Line In The Sand And Distinguish Yourself.
    - And the way to do that is to embrace your relationship as an advisor, as a fiduciary, and the people you deal with as clients, as opposed to mere customers.
  - 3 tiers of Clients
    - Customers
    - Staff
    - vendors
  - The Principle of Multiple Pillars Of Income
    1) Hidden assets in your business
    2) Mining cash windfalls each month
    3) Engineering success into every action you take
    4) Build your business on a foundation of multiple profit sources
    5) Be different, unique special and advantageous in the eyes of your customers
    6) Create real value based on what your clients want
    7) Get the maximum personal leverage from every action
    8) Networking & masterminding
    9) Turn yourself into an idea generator
    10) Make growth a natural part of your business philosophy
    11) Risk reversal
    12) Test small first
  - The Force Multiplier Effect
    - It’s letting the full force of lots of different factors carry you to greatness without you having to strain and lug it and push it.
  - Commit to persistence
• Ethics. Throughout every facet of your business life, you've got to distinguish yourself and operate at the highest level of ethics, of integrity, of veracity.

• Take on calculated investments
  - Reinvest in marketing and people

• Parlaying on your successes by taking calculated risks and investing strategically and systematically in the future is critical to your success.

Chapter 10 – Benefits Over Features

• Clients want the benefits that your products and services provide them to help their businesses or improve the quality of their lives.

• All they care about is what unique benefit, advantage, service or personal enhancement you offer them that somebody else doesn't.

• Example Benefits
  - comfort,
  - better complexion,
  - savings,
  - sexual attraction,
  - pride of possession,
  - time saved,
  - improved personal earnings,
  - better health,
  - prestige,
  - more pep and vitality, and enjoyment.

• Remember, you are the key element. Most people are obsessed with selling features.
  - Features are meaningless.
  - Benefits of the features is what life is all about and what selling is all about and what marketing is all about.

Chapter 11 - Why Establishing Trust Is Essential To Success

• Compensation is only about the results you give someone and how much they value that.

• Number one, that your goal in life has to be to get the highest and the best use of every opportunity you have.
  - It's got to be the highest and best use of your time ...
  - The highest and best use of your opportunities ... The highest and best use of your capital. ..
- The highest and best use of your customers ...
- The highest and best use of your facility ...
- The highest and best use of your equipment ...
- The highest and best use of your people ...
- The highest and best use of your distribution channels ...
- The highest and best use of your goodwill and the affinity you have established and you will be establishing with customers and prospects.

- Optimise everything
- Trust is the foundation of relationships
- People trust people who:
  - Really and genuinely has their best interest always, always, always primarily at heart
  - They trust people who educate the be-gollies out of them objectively.
- It's problem solving, and it's tapping opportunity, and it's about recognizing that most of them haven't verbalized their need. It's about the ability to put into words the feelings and thoughts that most people in your market have never verbalized
- Empathy is sensing, understanding & respectfully appreciating, seeing, observing, comprehending, and respecting how the other person sees life ... their values, their struggles, their beliefs. It's not agreeing with them.
  - It's respecting them - and knowing that if you can't respect them, you can't deal with them
- Host/beneficiary relationships
  - Tap into other peoples resources
  - Make the offer better
- You have to trust the client
- You have to trust the process
- **Make Sure You're Talking To The Right Market**
  - You've got to be dealing with the segment of market that will resonate.
  - And it's not their problem, it's yours. **So target**

**Chapter 12 – Always Ask Questions**
- Start looking at everything everyone else is doing and asking yourself this question:
  - What about that would apply directly to my business?
  - What about that might apply directly to my business?
  - If any implication of that would apply to my business, what would it be?
  - How many things have they discovered that would have direct or indirect implication to my business?
• You have to understand how other people think before you can get them to act
• I believe thinking outside the box is the ability to examine, experience, and embrace all kinds of aspects of life or business from a plane of reference and commitment that nobody else feels comfortable doing.

**Goals and General Internet Marketing Strategy Questions:**
- What do you want to accomplish with your online presence? Do you have a cost cutting or savings goal?
- Did you know there are at least seven ways you can potentially cut costs using the Internet, email, etc.?
  ✓ If so, do you know what they are and do you have a specific cost savings goal for each one that is applicable to you and your business?
- Do you have a sales increase goal?
- Did you know that according to some experts, the Internet commerce accounts for 3% of the gross national product today and is supposed to account for 15% by the end of the next five years?
  ✓ Assuming this projection is true, that would mean an Internet commerce growth in excess of 30% each year.
  ✓ Do you know what that will mean to your business if you are planning to grow your Internet business by less than 30% a year?
- Do you have a lead generation goal?
- Do you have a customer service improvement goal?
- Do you know who your clients do business with before, during and after they do business with you on the Internet?
- Do you have a goal for joint ventures with people your clients do business with before they do business with you on the Internet?
- Do you have a goal for joint ventures with people your clients do business with at the same time as they do business with you on the Internet?
- Do you have a goal for joint ventures with people your clients do business with after they do business with you on the Internet?
- Do you know what Internet publications, forums, discussion groups, etc. Your clients are participating in - and specifically what they are saying about you, your competition and your industry?
- Have you reviewed your competitors' websites to determine what they are and are not doing and what you can do to make your marketing strategy better?
- Do you have a free PR goal?
- Do you have an Internet advertising goal?
- Do you know what your growth limitations are as far as fulfillment, order processing, number of visitors your website can handle, number of emails
your email server and email box can hold, the maximum amount of dollars your credit card processing company will let you handle, etc?

- **Website Optimization Questions**
  - Have you had someone from outside your company attempt to use it?
  - Is each page less than 35K so they load in a hurry?
  - Do you have a headline that tells them the specific benefit they will be getting from your product, service or information on the first page and on succeeding pages as well?
  - Do you have your name, email address, address, phone number, website address, etc. on each page or listed frequently so they can easily contact you?
  - Do you give them a reason for them to give you their email address and get permission to contact them later?
  - Do you regularly examine your site's traffic logs especially to determine the source of your visitors, which keywords they used (if they carned in from a search engine), and what websites they come from?
  - Do you regularly examine your position on each of the search engines to determine if you are in the top 10 selections based on the appropriate key word searches?
    - If so, do you make the required changes to make sure your website comes up in the top 10 - at least for the top search engines?
  - Is your email address you give in your website monitored at least daily and preferably more often than that so you can respond as required?
  - Do you concentrate on your customer’s or prospects' specific needs and position yourself in the appropriate niche(s) so you can maximize your profits and minimize your competition?
  - Do you make product or service information available from your website and from auto responders?
  - Do you regularly collect testimonials and display them on your website to establish instant creditability with prospects?

- **Email Marketing” Optimization Questions**
  - Do you capture all your customers, prospects, vendors, affiliates, prospective affiliates, and joint venture partner's email addresses in different email databases so you can communicate, sell, or prospect with them as groups or individually?
  - Do you maintain all of the same database information for your email database of clients as you should do with your regular databases, including recency, frequency, and specificity of purchase?
  - Do you communicate, sell or prospect with your respective email databases on a regular basis?
- Do you have a signature file that you add to the end of all of your emails?
- This has your name, address, and email address and other relevant information so the addressee knows who you are, what you do and can contact you?

- To get new ideas you must understand the principles behind things
- People won’t pay unless there is a point or lesson
- You want to be lateral.
  - You want to read every kind of business, every kind of investing, every kind of industry - anything where there’s steep competition.
  - Anything where there’s extreme volatility.
- One good idea acted upon has caused businesses to flourish, wealth to be amassed at incalculable levels, formidability to be created in such power that it just dwarfs all the competition.
- Keep in mind, the quality of your life is in direct proportion, and the success of your life or your business is in direct proportion to the quality and the clarity of the questions you ask yourself and others and the quality and the clarity of the answers you get back.
- Testing is asking your market questions

**Question Sequence for Telephone Selling**

- Develop a plan. Before placing a call, be aware of exactly what it is you want to know when the call is over.
- Prepare a list of topics to cover. Write down all of the areas to be covered in the presentation and a specific question under each topic. Don't actually memorize the topics; just use them as an outline.
- Ask permission. It's common courtesy to ask the customer's permission to ask questions.
- Time questions properly. Avoid making your presentation sound like an interrogation. Don't slow the conversation down by writing answers out word for word, leaving the prospect to become bored or impatient
- Go from a general subject to specific questions. Beginning with broad questions will relax the prospect and "get the ball rolling." Then your questions can become more specific as the prospect reveals certain needs, concerns, etc.
- Build upon previous answers. Your feedback shows the prospect that you're listening. Balance the number and type of questions. Though asking too few questions isn't a good practice, too many questions can make the prospect impatient for you to "get to the point."
- Don't ask manipulative questions. Manipulative questions (e.g., "Of course you would like to save 60% on your materials costs, wouldn't you?") insult the prospect's intelligence.
- Be relaxed and conversational. Always let the prospect finish talking. Listen calmly and carefully.

Chapter 13 - Upgrade Your Business Performance Delivering Higher-Than-Expected Levels of Service Equals Increase Profits & Margins

- There is only one way on earth to influence other people: to talk about what they want and show them how to get it.
- People will always figure out if they are being conned
- Your stuff must do what you say it does
- Word of mouth is critical for start up ventures
- Without integrity no company can have positive word of mouth
- Empathy starts with the concept of appreciating what value means to the other side, not to you.
- Your primary task is to add value
- Send a thank you card for your customers patronage
- Ask a dissatisfied customer to please give you another chance to make good
  - Offer a premium
- People will pay for services if they perceive a value to it.
- Qualify your prospects

Chapter 14 – Know Your Target Market

- Write down everything you know about clients
- What's their needs?
- cycle of life"  
  - the logical progression of transactions that your existing customer or client normally makes before, during, and immediately after they purchase your product or service.
- Make deals with other dealers
- Constantly talk to your clientele to find out what they want
- Back up all your claims with facts
- Use risk reversal
- Before you can effectively sell to someone, you first have to drop down or rise up to their comfort zone.
- Use sequential baby steps to sell your clients
  - Offer free trial
  - Introductory price
  - Free offer
• Nurture your prospects
• People want to be led

Chapter 15 – Educate Your Customers
• Education is the cornerstone of marketing
• People need to be explicitly told how to act to obtain your product or service.
  - Tell them to pick up the phone
• Educate them to appreciate the value of what you offer
• Merely offering a product or service at a specific price (even the best price) doesn't generate excitement or a response until you tell people what they're getting, what a value it is compared to other products and services and why you can offer such value.
• Reposition your company as the source for industry information - as the expert in the industry - and you'll be amazed at the increase in business that results.
• Be a key note speaker at organisational meetings
• Educate Before You Ask Anybody To Buy
• Have free seminars
• Make an irresistible offer
• Pre emptive Marketing
  - You just take the time to explain to your customer or prospect the processes that are inherent to your business.
• The first person to tell the public something - even something that every other competitor is doing - if the public doesn't know anything about it, it sounds like a profound revelation.
• You must understand that the public doesn't appreciate things unless you explain them.
  - Don't perceive that people automatically understand anything about your product or service. You've got to educate them
• Reason Why Marketing
  - Come up with a USP
• Massive profits are in the back end
• Whatever you do, the more you explain to people the processes, the fundamentals, the ingredients, the technology, the effort, the discrimination that goes into the creation, the rendering, the providing, the proficiency of how you do it - the more you distinguish a commodity and make it a proprietary.
• You have to know what your product or service means in increased results, profits, getting more done in less time, more productivity, etc.
  - Create diagrams/graphs to support it too
• The more you educate people about your product or service and its result and benefit and what goes into being able to render that, the higher value perception it has.

• If you don't communicate the value of your product, how do you expect people to know?
  - You have to tell them.
  - Perception is reality when it comes to value.

• Compare yourself with the competition

• Ethical Bribe
  - Better than risk free guarantee
  - Let them keep the bonuses

• Tell them why you are making this great offer
  - First time buyer

• **Exercise to help you zero in on your "reasons why"**:
  - List six one-sentence reasons why someone should buy your product or service. You must be specific.
  - List five reasons your product improves the customer's circumstances or situation

---

**Chapter 16 – Make The Best Offer Possible**

• Sell in greater volume or in bulk

• People assume jumbo size is better value
  - This isn't always the case

• Bundle in products

• Offer three versions of your products
  - Good
  - Better
  - best

• Start with best first

• Increase Average Transaction Value by Packaging Complementary Products and Services Together

• By repackaging your existing product or service, or at least an introductory product or service designed to win people over to you, you can build tremendous ongoing or renewable business.

• Remember these points, however:
  - The more synergy you can bring together in your package, the better appeal.
- By setting people up on an annualized service orientation, you position them favorably for perpetually renewing the arrangement every year - thus turning a one-shot sale into a perpetual one.
- By reducing the cost to a modest and non-threatening payment, you dramatically increase sales.
- By using simple, non-threatening terms like "billable quarterly to your credit card" you set up an appealing reason for the customer to furnish you with their credit card number to automatically charge every three months, without the hassle of normal corporate billing procedures.
- By assembling a lot of different products or services together into one package, you can sell a lot of normally limited-appeal or slow items or services.
- Don't forget, you have to first educate the marketplace before they can be expected to see and then seize the value you are offering.

- Have a frequent purchaser programme
- More communication = stronger relationship = more profit
- The concept of frequency of purchase preys on three assumptions:
  - The desire to be acknowledged in a special, favorable economic way.
  - The realization that in most situations providing your product or service in quantity is much less expensive, so consequently, the economics of scale get passed on to the consumer.
  - A lesser margin but a massive amount of volume transaction is far more profitable.
- Frequency of purchase normally gets preferential access to more exclusive, quality or advanced products or services. The best repeat buyers get first right of refusal of anything that is limited production.
- Offer larger units of purchase
  - Offer a years supply at an advantageous price
- One of the biggest things you can do right away to increase size and frequency of purchase is to give customers bonuses or inducements, both in price and other considerations, to buy more or buy more often.
- Get customers on continuity
- Offer favourable prices for pre payment
  - If they prepay, you lock them into a long-term relationship and you don't have to worry if they will pay you or not because you already have the money.
- Irresistible offers are guaranteed offers, risk-reversed offers, and offers where the customer gets incredible buying advantage the first time, and you give them a reason why.
They are offers where they get bonuses galore and offers where they get other items or services that complement the original purchase.

- **Have a low barrier to entry**
  - Don’t charge them until they use it
  - Respect their time
  - Take away the risk

- Make sure your risk reversal is reversing the risk as your customer perceives it, not as you perceive it.
- Be specific about your guarantee
- Price is only the issue when you don't know anything else. You have no basis to judge what value is. If people aren't buying, it's because you're not giving them enough value. You're a value creator - the more value you give them, the more inclined they're going to be to buy.
- Whatever your field, always ask yourself, "What else can I add to this transaction that will give my customer a more desirable outcome?"

**Chapter 17 - Be In Front and Stay In Front of Your Customers**

- Affinity is the goal
- Concentrate on having a relationship with them
- The more communication the more you will have trust
- Communicate frequently by calling, writing, sending gifts such as booklets, reports, tapes - even little notes and newspaper articles about all kinds of issues you know to be important to both their business and human side
- **People Are Silently Begging To Be Led**
  - They want to be *acknowledged, appreciated*, and to have someone help *them grow.*
  - Nobody is static.
  - Change is everywhere; it is constant - and with change comes renewed opportunity.
- Your communication must have purpose
- People need a third perspective
- **You Are Their Most Trusted And Valued Friend**
Chapter 18 – Constantly Test Everything

- Test headlines
- Test offers
- Test risk reversals
- Test different pricing
- **Only test one variable at a time**
- Keyed response
  - Use a different coupon for each test
  - Use a unique code for the ad
  - Use a unique phone number or email for the different ads
  - Use different bonuses for different ads
  - Ask for a specific person
- Always test small first
- Rent a list from SRDS
- Rent numbers and test by phone
- Test against a portion of a list
- Test pitches
- Follow the customer down the entire process
- Record:
  - Which ad brought in the sale.
  - How much a customer or order costs.
  - How many orders a given ad produces.
  - How much money a given ad generates or loses.
  - How much the average order is worth.
  - How much or how many times the customer re-orders.
  - Note changes
- Allow the marketplace what strategies you should do
- The only purpose of advertising is to make sales.
- Treat it as a salesman. Force it to justify itself. Compare it with other salesmen.
  - Figure its cost and results. Accept no excuses, which good salesmen do not make.
- The weight of an argument may often be multiplied by making it specific.
Chapter 19 – Process Marketing Mindset

- Use sequential marketing
  - The natural assumption is that it's only a matter of time before everybody we want – and everybody who should - will buy from us and buy again and again. It takes the assumption that you are going to buy.
- Approach #1 Is The Direct Approach
  - You start out by telling your motive, what you're trying to do. You make the offer. You make it appropriate. You basically run it up the flagpole, and you see who buys. Then you subsequently follow it up with more sophisticated education.
- Approach #2 Is The Polar Opposite
  - You start with the education, and then stealthily get to the offer.
- All your communications have real value and are not self serving
- Give excerpts of your wares
- If you only deal with the people who are ready to buy right now, you'd probably eliminate 90% of the scenarios
- You must lead

Effective 7-Step Marketing Implementation System

1) Know your best client
   - Ask what their fears, frustrations, problems, needs & wants
2) Know how your product fills their needs and solves their problems.
   - What about your product fills those needs?
   - Know what they buy before during and after your stuff
   - What do they get from your competitors products
   - What is missing that you could add
3) Put together a powerful description of how your product solves their pain in your marketing collateral.
   - Address the pain and state your solution in your marketing material
4) Determine your clients’ net lifetime value.
   - average profit per transaction, times the average number of transactions per year, times the average number of years your best client buys from you.
5) Then Prioritize Jay’s 30 marketing strategies that make up the "Three Ways To Grow Any Business."
   - Establish referral systems
   - Break even on front end and have a back end
   - Risk reversal
- Host/beneficiary relationship
- Advertising
- Direct mail
- Special events or info nights
- Qualified lists
- USP
- Education
- PR
- Buying other companies
- Marketing assets not normally sold to new clients
- Reactivating old clients
- Deliver higher than expected service
- Communicate frequently
- Increase skill levels of staff
- Qualify leads up front
- Irresistible offer
- Reason why
- Add more perceived value
- Upsell & cross sell
- Point of sale promotion
- Packaging complementary goods together
- Increase your pricing
- Change the profile of your stuff to be more upmarket
- Develop a back end
- Price inducements for frequency
- Have closed door events
- Programme your clients

6) Evaluate your resources and determine what you do first, second, third, etc., along with a schedule for implementing these marketing strategies.

7) Start today and adjust your schedule weekly to see where you are - and then adjust again monthly and quarterly.