



MASTERMIND
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Eight Keys to MasterMind Marketing (Market like the Pro's)

The following eight keys are an overview of the marketing concepts that are used by large corporations' world wide to drive their success. These companies employ marketing experts and operate in ways that are completely foreign to smaller companies and individual entrepreneurs. These ideas are intended to stimulate thinking and help non-marketers to focus their marketing activities in order to create greater success for themselves and their enterprises.

1. Recognize that NOT everyone is your prospect!

If you try to be everything to everybody you won't be special to anyone. In practice, a prospect isn't valuable until they've expressed an interest in your product or service. Why spend time and resources trying to force feed your proposition to prospects who aren't receptive? Instead of spending resources on cold prospects or on buying leads, you should focus on marketing to people who are seeking your information and are willing to pay for it. This outcome is actually very attainable, by understanding and focusing on new MasterMind Marketing ideas. [CLICK HERE TO LEARN MORE](#) Prospects that come to you are in fact much more qualified than anyone you might approach directly. These are people seeking information and solutions not products. By helping these seekers you will focus on your ability to assist first which frequently opens the door to selling your product later. To achieve this result, focus on the way your business attracts and assists information seekers.

The number one cause of consumer fear is a lack of knowledge. By establishing your expertise and your company's intellectual value, you overcome fear and pre-sell thru educational marketing coupled with helpful follow up which displays a genuine interest in the prospects needs, wants and challenges.

The more helpful you are, in assisting information seekers, the more valuable you will be to them. If your marketing involves the sale of low cost informational

materials, it will generate an immediate upfront cash flow that can be used to fund marketing activities, making them self funding. In this way you can make money during the prospecting process rather than just spending it.

The bottom line is that everyone craves good useful “how to” information but on the Internet, the majority leave your web site promptly. By giving them things to “CLICK” on you can profit from their visit by sending them to a partner company for whom they really are a prospective customer earning you a commission and helping to meet their needs.

2. Your most Valuable Assets

Contacts

The goal of any marketing effort should be to get prospects to give you their contact information. Having contact lists of prospective customers gives you the opportunity to sell to them **REPEATEDLY!** Building a list of loyal prospects and customers is the direct route to funding your marketing effort. This recognizes the fact that your product or service is not the only thing that customers want or need. By assisting them in satisfying other unmet needs and wants you establish secondary sources of income without additional cost to yourself. This will enable you to improve your monetary return because expenses are fixed and added revenue flows to the bottom line.

It is also important to recognize that in today’s world, human interaction is more important than ever before. Making yourself visible and available to prospective customers is critical. However, you must also recognize that time is your most valuable asset so always consider the return on any investment of time.

On the Internet, landing pages are the entrance point to your marketing system. The sole purpose them is to get people to your site and then to leave their contact information in return for the downloadable information they are seeking.

Viral Marketing

Viral marketing is “planned” word of mouth promotion done on-line. By providing material that contains valuable information we provide an important service to information seekers. If this information then creates a “Buzz” that makes it worth passing on to others we can promote its spread by allowing anyone to download and redistribute it to others (the only restriction being that they can not modify it). We are now able to widely disseminate our identity across the Internet

without additional cost or action on our part! When our material is passed on the embedded links remain so that recipients can immediately connect to us to gain additional information and be added to our prospect list!

In order to expedite the process, include words that say **“Click here to send to a friend”**. The more people you get to download and forward information, the more quickly it spreads on its own. Since the information contains your name, phone number, web site, e-mail, etc., your presence on the Internet can spread exponentially.

Follow Up

Follow up before and after a sale is extremely important and yet it is often overlooked. However, it is the key to having a successful business. To achieve that success you must provide on-going contact with customers in order for them to continue in a business relationship with you.

Co-operative Marketing

By establishing linkages with other businesses, you can provide additional value to your customers and earn commissions on the resulting sales. This is EXTRA income and is earned regardless of whether that customer is continuously purchasing your product or not! The entire co-operative marketing process can be customized with your businesses name, logo, trademark etc and can be created with little or no additional expenditure of your resources!

3. Sales is more than sharing information

If sales were only sharing information with friends and acquaintances, there would be no need for sales training. When you begin with the assumption that sales is only sharing information, you are setting yourself up for failure. You might think that selling is sharing, but when you learn it's not, you can become discouraged and end up quitting.

Because someone is your friend is not by itself a strong reason for him to buy from you. For this reason, learning effective sales techniques is essential for your success even when selling to friends and acquaintances. You need to understand a process that will actually motivate people to buy. Very often businesses spend time hyping their product without paying attention to the needs, wants and motivations of prospective buyers, but there is only one thing on the prospect's mind and that is

“What’s in it for me?” You can be sure that simply being enthusiastic and telling someone about your product or service is not going to be enough to make the sale.

4. **Not everyone can sell**

Recruiting

A wise owner builds his business by focusing on the activities that generate the best results; and bringing the right new people into the organization can be the key to its future success. You should know however, when hiring sales people that each individual has his own timeline for fitting the many pieces of selling into a workable and effective process for himself. It is this “learning” which determines how quickly and easily they will be able to make a living selling. In many cases, they will end up feeling discouraged and that “selling” is just not something they want to do!

When hiring for sales, consider the candidate’s interest in selling as the most important qualification. A good gauge of interest is the amount of effort the candidate is willing to put forth to learn about your opportunity and to “sell” you on hiring them.

Time Management

We all are given a limited amount of time and none of us knows how much of it we have left; so time is our most valuable resource. In selling, getting someone to spend time with you is a serious matter. After all your prospect has many alternative uses for his time and while your activity may require only a limited amount of his time, it could be just the beginning if a business relationship is established. In order to make an informed decision, the prospect needs to understand the “bigger” picture, not just an estimate of the initial time required.

Planning

In order to grow and prosper your business must move product and this requires a constant pool of prospective buyers. To have a pool of prospective buyers you need a marketing plan and monthly marketing budget. Otherwise you won’t generate the constant flow of fresh qualified prospects that you need. These prospects can be generated through your marketing activities or acquired by

purchasing leads. Sometimes a combination of both will be effective, but either way, without good solid leads you won't have a business; only a hobby.

5. **A System can't do it for You**

An appeal to laziness is very powerful and has been used for centuries to sell the gullible. People always want the "easy" way out. They are willing to believe that fame, fortune and success can come easily, quickly, with no pain or risk!

If you are going to own a business, you must plan to sell! The two things you are selling are first your products and services and second you will be selling people on joining you to grow the business.

The problem with the second sale is that most people have been employees for their entire careers. They may understand operations, but running a business is much more! Most don't understand even basic business principles and they don't look beyond a pay check when considering a career change. Thus the idea that a system will guarantee success is very appealing. The reality however is that sooner or later the business will require more than they have experienced and this requires learning new skills.

If no special skills were required why would the business need another person anyway? The new person must bring something additional to the enterprise in order to justify their pay. There is no such thing as something for nothing. While an automated system may be critical, it can't do everything! The system is part of an equation in which the workers are the other part. Neither can perform adequately by itself. Personal interaction and mentoring are the glue that binds the enterprise together. Employees are paid to manage activities, helping one another succeed and to develop new leaders. Leadership and management deal with the fact that no two people are alike by providing the individual guidance and direction that each person needs to be successful. No automated system can do this. Also, automated systems require human management and maintenance in order to continue their operation. No perpetual motion machines exist in our world!

6. **Having a GREAT product isn't enough!**

Whether your product is GREAT or not, doesn't matter. The important factor is how you go about marketing it. If prospective buyers don't need, want, or know about the product, they won't care and they certainly won't BUY! Effective marketing and sales are the first essential function of any viable business.

Sales is the only activity of a business that actually generates CASH! Every other function uses up cash. Revenue from sales makes it all possible and is the driving force in any business. That's why selling strategies must be a primary concern of any business. The fact is that you can make money with outstanding marketing and an ordinary product, but a GREAT product and mediocre marketing will yield mediocre results at best.

The problem for most businesses is that they focus on perfecting their skills in the areas of producing and delivering products while neglecting marketing and selling skills. Remember that while you believe that your company is the BEST, so does every other business owner. The person who wins is the one who does the best job of communicating his company's selling proposition to prospective customers.

We are not saying that the product doesn't need to be top notch. It does in order to get repeat business and great referrals. Your product must have enormous value for customers. Then an unbeatable combination of outstanding marketing and GREAT products can propel the business to its ultimate success.

7. It takes more than enthusiasm!

Is fanatical motivation really a primary ingredient for business success? No, marketing and sales don't have to be hard. If you are building the business properly, you should see positive results early and that provides all the motivation needed. However, when cash flow is lacking after years of work, something is wrong and it's not a lack of motivation. Inefficient systems and ineffective tools make you work much harder and the results are usually disappointing..

If you have highly qualified prospects that understand your products, expressed an interest in learning more and are eager to hear your story, you will have all the motivation needed! Stop worrying about belief and enthusiasm. Instead concern yourself with the marketing tools needed to be efficient and effective. Find people who need and want your product and then use an effective system to sell them so that you can spend your time with the very best prospects. It's not your motivation, desire, belief or enthusiasm that makes the difference. It's the marketing system that you will use. You can do without inspirational CD's and seminars but you can not do without good marketing because the ultimate motivator is GREAT results.

8. A productive Marketing System is essential!

The odds of successfully starting a business aren't good. It's been said that as many as 97% never reach a positive cash flow position. Some of the reasons for such poor results are:

- Failure to focus on marketing and sales activities.
- Poor or ineffective marketing and sales training.
- Use of questionable sales tactics such as “hounding” uninterested or unqualified prospects.
- A belief that “anyone” can do marketing and sales.
- Using hype and exaggerated product claims to sell.
- Reliance on motivation, belief, and enthusiasm instead of perfecting a marketing system.
- Belief that a “GREAT” product or service will guarantee success.
- The idea that “EVERYONE” is your prospect.

These ideas and beliefs totally miss the true key to success which is to get interested prospects to come to you seeking information on your product or service. These are the qualified prospects that need, want and may be ready to buy your product or service. Their emotional decision to buy has been made. Now they need only factual information to support that commitment.

The reason that these individuals are good prospects is that people don't want things that are FORCED on them. If you are not selling to people who are ready to consider buying, your opportunity is viewed as being forced on them. Another way of looking at it is that a mediocre message presented to a receptive audience will be more favorably received than a GREAT message delivered to a hostile audience.

Thus the most important function of a marketing system is to ensure that your sales people are spending their valuable time with high quality prospects that are eager to receive the information that you have to offer. Here your marketing system could simply be a way of sorting to find those who are interested. However to have the volume of prospects needed means your marketing must be more than doing it yourself one-on-one. An efficient and effective marketing system must do the sorting for you, more or less automatically. Ideally, it should operate 24 / 7 producing excellent new prospects daily. Otherwise you will spend too much time prospecting and not enough actually selling. With an effective system, you have more time for selling and this will dramatically improve your results.

By “positioning” your business to be “found”, prospects will have searched for you and their perceptions of your message will be different because they have

made the decision to receive it and are receptive to it. They have respect for you and perceive you as an “information source” rather than as a “salesman”. Now you will have enough serious prospects coming in to grow your business and this will be very motivating for you.

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If this paper has given you some fresh ideas about how a marketing system can breath new life into your business and you want to learn more about such systems [CLICK HERE](#) to learn how MasterMind Marketing systems are created.

If you have any questions about the strategies discussed or about how to create your own MasterMind marketing system [CLICK HERE](#) to ask the GURU!

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