DIFFERENTIATE OR DIE

A CLEVER BLUEPRINT FOR OUTSMARTING YOUR COMPETITORS AND CREATING A TRUCKLOAD OF EASY SALES…

Graham McGregor

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Introduction:

Hello and welcome to 'Differentiate or Die'.

Let me give you the bad news first:

I live in Auckland, New Zealand with a population of just over one million people.

If you want to find a real estate agent in Auckland to sell your home there are currently over 5,000 real estate agents to choose between.

And many of these real estate agents are very good at selling real estate. That's a lot of hungry competitors!

Now you may (or may not) sell real estate.

But whatever your type of business, you probably have a lot of competitors who are very good at what they do.

So how do you get potential clients to notice and then choose your business rather any of your competitors?

The answer is simple:

You have to differentiate your business from your competitors so you become the logical and obvious choice for people wanting to buy what you sell.

And that's the good news:

There are dozens of simple strategies that you can use to positively differentiate your business from all your competitors.

And in the Differentiate or Die Marketing Guide we cover 72 of these simple strategies that you can use to outsmart your competitors and make a truckload of easy sales.

Warm regards

Graham McGregor

The High Value of Good Enough Marketing:

Before you start using the Differentiate or Die Marketing Guide let me share with you the value of using Good Enough Marketing.

Many years ago I wrote a booklet called:

'The 7 biggest mistakes that salespeople make and how to stop them losing you sales every week.'

(I was well qualified to write this booklet because I had personally made all 7 of these sales mistakes many, many times.)

My booklet was very basic.

It was printed in black and white and had a photocopied cardboard cover that I folded over and stapled together myself.

I mailed this short guide to 50 sales managers as a free gift. (Some were clients and others were people I had met but had not yet bought from me.)

Twelve months later I had a phone call from the training manager of one of the major banks here in New Zealand.

The training manager told me she had read my 7 sales mistakes booklet and liked my ideas.

She explained she was looking for sales training material for the bank and wondered if she could meet with me to see what I had.

A week later I showed the training manager and her colleague the various sales training programmes that I had for sale.

She looked through all the sales training material I had and said 'We would like to take all of these programmes, do you take Visa?'

I was happy to oblige and within a few minutes we had concluded a large sale.

I then asked the training manager 'how did you get my 7 mistakes booklet?' as I knew I had never given it to them.

And the bank had never been a client.

She told me that they had found my 7 mistakes booklet in the desk drawer of a bank employee who had since left the bank.

And they had no idea how it got there in the first place.

Now when I think back to this booklet I am actually embarrassed at how poorly presented it was.

However I used it because in my mind it was 'good enough' to start doing something with.

The reason I mention this booklet is that many people think their marketing has to be 'perfect' in every way before they use it.

So I have met business people who have spent many months producing something like the 'perfect' promotional brochure for instance.

It has to have the perfect look and image and words etc.

And only then will they consider using it.

I think this is a big mistake because in marketing I've learned that some of the things you try will work and many will not.

So I would rather try 10 different marketing strategies in a month that are 'good enough'.

And then discover which ones work well and which ones don't.

(Instead of spending a month making one marketing strategy 'perfect' and then finding out it only gets average or even poor results when I actually get to use it.)

And that's my advice to you with my Differentiate or Die Marketing Guide.

Don't worry about your marketing being 'perfect' before you use it.

Just get into action this week and try something.

I guarantee if you take enough action and try a few different marketing strategies you'll get some good results.

And many times 'good enough' is all you need to get started.

Action Exercise:

If you have been thinking about taking some sort of marketing action to differentiate your business don't worry about it being perfect.

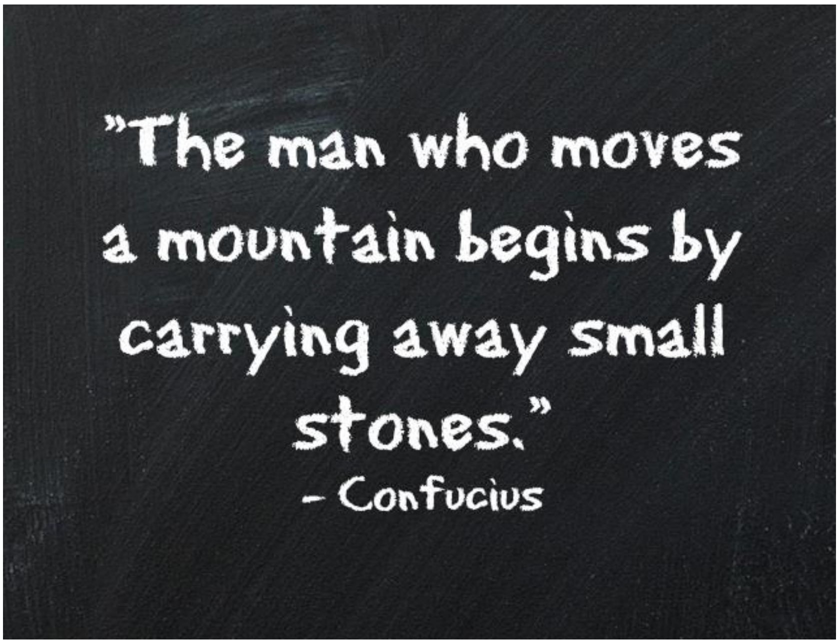
I recommend you read through the table of contents first in this guide.

And select 10 Differentiate or Die Strategies that look interesting.

Circle these strategies and read at least one strategy a day over the next two weeks. Then put into action at least two of these strategies in the next month.

Then do the same thing all over again.

Right, let’s get going…



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COMMON SENSE
JUST AHEAD

1: Differentiate with a big bold statement about your business

A business owner phoned me a while ago to tell me about a marketing problem he had.

He had recently secured the rights to market a brand new product in NZ.

He has well known businesses around the country that love his product and are now stocking it.

His product is environmentally friendly and is a wonderful alternative to other products that people already use.

However, no one seems to have heard of his product. And as a result, the sales of this new product are a fraction of what they should be.

His product is a 'well-kept secret' if you like.

I think that many of us in business have a similar problem to this business owner.

We have products or services that are very good but are not enjoying the level of sales that we know we should be getting.

So what's the solution to getting more people to know your business in a way that makes them keen to spend their hard earned money with you?

One answer to this question comes from my good friend and marketing expert Andrew Griffiths www.andrewgriffiths.com

Andrew recommends to all his clients that they create a 'Big, Bold, Statement 'about their business.

Here's a good example:

Andrew was contacted by a restaurant in Port Douglas a number of years ago. It was called Mango Jam and was a faceless restaurant that was struggling.

There was nothing special about it that made it stand out and encourage potential clients to come and try them out.

The owner asked Andrew for help and he suggested they create a big bold statement for their restaurant.

The first thing Andrew did was survey every hotel and around 1,000 tourists in Port Douglas.

He asked the people what kinds of restaurants are lacking in the town. What is not here that should be here?

The over whelming feedback was that there were no family restaurants in Port Douglas.

So Andrew told his client.

Your big bold statement is that you are now 'the number 1 family restaurant in Port Douglas'.

Andrew got some people to come in and teach the staff how to interact with families and children, they made fantastic colouring books, the staff dressed much more colourfully and they added kid's menus.

And doing this literally transformed the business overnight.

First of all everyone knew what they were and the local hotels could recommend Mango Jam to families.

If there was a family, mum and dad and two kids standing at reception and they say 'where should we eat tonight?

The response from the staff was simple. 'Oh the best family restaurant in town is Mango Jam'.

Sales exploded and they became very popular.

And shortly after that they began winning awards as the best family restaurant in North Queensland.

Here's another example of a Big Bold Statement:

Andrew was contracted by the Government to go out to regional Australia a while back and help small businesses that were struggling.

One business that he came across was a general store in the middle of nowhere in Queensland.

This old store had been there for a long time and an old lady ran it.

The store itself was in two parts.

One half of it got so full of old mining and farming equipment about 30 years ago that they literally closed the doors. (It was full of all this stuff still and the owners just moved the general store next door.)

The general store was on a through road and very few people were stopping to buy. Business was terrible.

Andrew was talking to the old lady running the store and asked her 'can you tell me how long it has been a general store for?'

And she said "Oh well over 100 years".

Andrew then asked "Is it the oldest general store in Queensland?"

Her comment was "Well it could be."

Now Andrew is a marketing expert, so he did some homework and found out that this general store was in fact the oldest one in Queensland.

So the big bold statement was he made this business...

The oldest general store in Queensland.

Then he thought 'we need a bit more of a hook here, half of the shop that's filled with junk, if you have a look at it, it's actually very interesting.

If we kind of open that door we could have people walk on in, we could actually call this a museum.

And the path through all that stuff leads into the new general store.

So we could have a museum and why don't we make it free entry for this museum as a great hook?'

So all of a sudden we've gone from a nondescript general store with dust on the side to the oldest general store in Queensland with a museum that has free entry.

And this Big, Bold Statement literally turned the business around overnight.

Andrew got some very cheap signage put up that said:

The Oldest General Store in Queensland

Before long there are film crews from around the world filming this general store.

Busloads of tourists are stopping and getting out the front and getting their photo taken with the oldest general store in Queensland. They are buying food and drinks and souvenirs. It got featured on Japanese television shows, German television shows, it's in Lonely Planet travel guide books and so on.

Now nothing changed here apart from some signage about the Big Bold Statement.

Andrew turned a very ordinary business into something significant that stood out and all he did was come up with a Big, Bold Statement about the business.

Andrew's own claim to fame is that he is

‘Australia's #1 Small Business & Entrepreneurial Author With 12 Books Now Sold In Over 60 Countries’. Very clear and easy to remember.

Action Exercise:

What is a Big Bold Statement you could make about your own business?

2: Differentiate by using Expensive Questions

Many years ago I was making a presentation on sales training programmes to a sales manager.

My problem was that I doing all the talking and my presentation was going nowhere fast.

I had a new salesperson with me at the time and he was a lot smarter than me.

He could see I was making no headway so he waited till I paused for breath.

Then he asked the sales manager a simple question.

"Barry, if you were somehow able to improve the sales results of your sales team by at least 10% over the next six months; what would that mean to you?"

The sales manager immediately pulled out a calculator and began to work out some figures. *"That would be worth at least $75,000 to me"* he said.

And for the first time he started to look interested in what we were offering.

In another ten minutes we had a signed order for a large sales training programme for his sales team. All from the power of one good question that helped the sales manager see the 'gap' between where he was now and where he wanted to be.

There are two types of questions you can ask any potential new customer or client for your product or service.

You can ask potential clients 'cheap' questions or you can ask them 'expensive' questions.

Cheap questions are the type of question that 95% of business people or sales people will ask when they meet a potential client for the first time.

Here are some examples of cheap questions:

Imagine you are considering buying a new home and you are talking with a real estate sales person.

What are the normal questions they would ask you?

• What is your budget?
• What is your time frame?
• What are you interested in?
• Do you have to sell first?
• What other properties have you looked at?

There are two problems with asking cheap questions like these.

First of all you come across as being just like all the other sales people they speak to.

Secondly, cheap questions do not add value to a new client and make it easier for them to decide what they really want to buy and why they want to buy it.

That's why asking 'expensive questions' can be a super effective marketing strategy.

Here are some examples of 'expensive questions:

Let's use the same example of buying a new home.

Here are some more helpful questions a real estate sales person could ask you.

• What type of home do you live in right now?
• What do you like most about living there?
• What are some of the things you would like to change about this home?

• Why is that important to you?
• If you could wave a magic wand and live in the ideal home, what are some of the most important things it would have?
• How do you mean?

The best thing about asking 'expensive' questions is that it's extremely helpful for your clients.

By the time they answer a number of expensive questions they are a lot clearer in their own minds about the outcomes they want to enjoy (in this case) from their next home.

You are also in a much better position to be able to help your client get the ideal outcome they want.

Isn't that a simple way to improve every sales presentation you make?

Action Exercise:

What are some 'expensive questions' you could ask potential clients in your business?

3: Differentiate with Added Value

One of the things I'm always looking for in marketing is strategies that are timeless.

In other words strategies that work well today, tomorrow and ten years from now.

Added Value is one of those timeless marketing strategies that always works.

Added Value can positively differentiate your business and make it very easy to create repeat and referral sales on a regular basis.

Here's a great example:

My colleague Business coach Andreas Becker http://www.builderscoach.co.nz/ works mainly with builders and tradespeople.

Andreas does an amazing job at helping his tradie clients to enjoy higher sales and profits in their business with a lot less stress and effort.

Andreas shared with me a wonderful Added Value Marketing Approach that he put into action for one of his builder clients.

Here's how it works…

1: When the builder has completed any renovation or building project they get the house or room professionally cleaned including the windows. (Clients love this added value and always comment how delighted they are with it.)

2: The builder then has a meeting with the client where they agree that the job is complete and the client signs off.

The builder has a payment app on his iPad and the client pays right there and then. This is the best time to get payment because the client is happy. It is also great for cash-flow and the money is dealt with and quickly forgotten.

3: Within 24 hours, the builder couriers a gift box and a thank you card to his client. This box contains all sorts of yummy stuff you can't buy at a supermarket. The cost is about $100.

4: At the same time a questionnaire is send to the client by normal post. This questionnaire asks the client for feedback and also reminds her of the things that were done that are not the norm.

For example we ask: "Did we leave your house clean and tidy?"

5: The builder asks for permission to use the customer's replies in their marketing and they always say "yes".

As you can imagine the feedback is typically extremely positive and if there are areas that need attention the builder can address it right away and get even more bonus points for being pro-active.

The builder includes a self-addressed envelope to make it really easy for the client to send the questionnaire back.

6: Once the questionnaire is received, the builders send a quick thank you card with a couple of movie tickets to the clients.

They also include 2 fridge magnets and ask them to give them to a couple of friends who might need a builder sometime in the future.

What is the end result of all this Added Value Marketing?

This builder needs to do no advertising and gets most of his work from repeat business and word of mouth referrals from his clients.

His prices are well above average and because of that he can invest in good quality equipment and hire above average trades people that he pays very well to do a top job. Which his customers really appreciate as well.

I love this great example of Added Value Marketing and I recommend you think about how you could adapt and apply it to your own business.

Here's another Added Value example:

Marketing expert Mal Emery has bought and sold dozens of businesses and helps business owners to create massive increases in sales and profits.

When I interviewed him a few years ago, Mal explained that a great way to increase sales for any business is to use added value.

He told me how he did this with a coffee shop he owned many years ago.

When you bought a coffee Mal gave his clients a glass of iced soda water at no extra charge.

Now of course the clients' reaction was 'I didn't order that, why am I getting that?'

Mal trained his staff to tell the story:

'The free soda water is to cleanse your palate so every single time you take a sip of your coffee you get to taste that beautiful coffee again and again and again'.

He also put a little chocolate on the side of the coffee cup and it was called Hasty Tasty and it had the name of the company, the coffee shop on the chocolate.
This was all added value.

What was the perceived value of this coffee?

Well back in those days it was $1.50 to have a coffee and when you added the soda water and a chocolate it was worth to the customer about $3.50.

(However it only cost Mal a few cents to provide this extra added value.)

Now someone paid Mal $1.50 and they got $3.50's worth of value.

So who do you think they told?

They told all their friends. 'You've got to come here, they give you a glass of iced soda water and a Hasty Tasty chocolate on the side' so his sales exploded.

He went from zero sales to $10,000 a week in five months and was able to sell this business for $230,000 by applying the principle of added value.

Added Value is a good idea you can borrow and use anywhere.

The reason it works so well is simple. Everyone still likes a bargain; everyone wants a cocktail story to tell their friends of a great discovery they've made if you like.

The good news is that there are hundreds of simple things that any business can do to add amazing value to their customers and clients.

Many of these things are low cost and even free and can create remarkable increases in your sales.

Here are some more examples of using Added Value to positively differentiate your business from all your competitors:

Added Value Warehouse Example:

In the book "How Champions Sell" is the story of Steve who was an industrial sales representative and sold hardware, nuts and bolts to industrial accounts.

Steve dealt mainly with buyers in purchasing departments. His products were considered a commodity and he was under constant price pressure.

Now Steve was an engineer, and became interested in warehouse operations.

During some extended sales calls, and during some of his weekends, he worked with the warehouse manager of one of his accounts.

Together they upgraded the accounts warehouse management system. This saved the customer hundreds of thousands of dollars.

His customer was very grateful and gave Steve all his hardware business with little concern for price (as Steve was generally price-competitive.)

The owner of this company and the warehouse manager referred Steve to several other companies in the area.

Steve helped install the cost-saving warehouse system at some of these companies. He picked up their hardware business, again with little concern about pricing.

Soon Steve was calling on the owners of companies (not buyers) all over his territory.

He offered the added value service of improved warehouse operations.

This was accompanied of course by the purchase of his hardware line.

Steve became the most successful sales person in his company.

Steve's added value service of helping his clients improve the efficiency of their warehouse operations is a perfect example of adding value to his customers.

The Plumber with an Unfair Advantage:

A few years ago my wife and I had some extensive renovations done to a property that we were living in.

We used around fifteen different trade's people to help us, including an interior designer, three builders, a plumber, a gas fitter, a plasterer, two electricians, a carpet layer, two tile layers, a painter and several others.

Two years later we were talking about which of these trades' people we would happily recommend to any of our friends.

We were quite shocked to discover that we would only recommend one tradesperson without reservation.

What was this tradespersons secret advantage?

Was it the quality of his work?

Not at all. He did good work, but so did many of the other trades people we used.

Was it his prices?

Again no. His prices were reasonable.

Was it his excellent follow-up service after completing his work?

Definitely not. One thing that every tradesperson had in common is that we never heard from them after they have done their work. No follow up phone call, no thank you note, in fact no follow up communication at all.

Our star tradesperson is a plumber named Brendon who we have used several times now.

Brendon does good work, but more important he does one thing that adds value.

He always shows up on time.

That's it.

None of the other trades people showed up on time consistently. They would say something like "I'll be there tomorrow at 8.30am" and show up at midday.

We had a carpet layer who we asked to come back and correct a couple of minor mistakes in his carpet laying. He gave us three different times he would come back and do this. Six weeks later he had still not shown up! Brendon's unfair advantage is that he always shows up on time.

We really appreciate Brendon showing up on time because he is the only tradesperson we have used who does this.

So we are delighted to recommend him.

The 'flower man' recruitment consultant:

I met an interesting recruitment consultant in Australia a few years ago. He specialised in recruiting office staff for large companies. He made it a habit of regularly going into the offices of these companies and adding value by giving a lovely rose to all the staff who worked there.

He told me he became known as 'The Flower Man' by his clients. He also told me it was a very simple way to differentiate himself from his competitors and he got a lot of repeat business by giving away these free flowers.

The business owner who gets his invoices paid faster with 'added value:

I met another business owner who used added value to get his bills paid promptly.

He dealt mainly with large corporations who used his services on a regular basis.

He noticed that large corporations sometimes took up to 60 days to pay their bills.

So he tried something a little bit different.

He found out the name of the person in the accounts payable department of each company who would approve payment of his invoice.

He then sent his invoice in a bright yellow envelope that was addressed personally to each of these people.

He also enclosed a free instant lottery ticket where you could scratch it and potentially win an amount of money.

Every month he continued to send his bright yellow personally addressed envelope with his invoice and the free lottery ticket.

He had been doing this for about 18 months when I spoke with him.

He told me that 98% of his invoices are paid in full within 7 days of him sending them out.

He was adding a small bit of value to the accounts payable person by sending them a personally addressed envelope that included a fun instant lotto ticket.

They appreciated him doing this and decided to approve his invoices for prompt payment.

One thing this person told me was that he *never* asked to be paid faster.

He just provided a little bit of added value and sat back to see what would happen.

And he was very happy with the results.

Action Exercise:

How will you use Added Value to differentiate your business from all your competitors?

4: Differentiate with contrarian marketing

One of the most interesting approaches to promoting a business is to use what we call Contrarian Marketing.

In other words, you look at how other people in your industry are marketing and promoting and you do the opposite or something very different.

Here are two examples to get you thinking...

1: 'The Anti-Auction Real Estate firm'
A popular way to sell houses in New Zealand is using an auction process.

However a very successful real estate owner takes a very different approach to selling homes in his business. His name is Paul Vujnovich and he owns Harvey's Real Estate in Te Atatu, Auckland.

Paul has declared his business an 'auction free zone' and refuses to market homes by auction.

Paul's reasoning is simple. He knows that to buy at auction you have to be in a position to make an unconditional offer on a property. And because only a small percentage of potential buyers are in a position right now to make an unconditional offer on a property it meant by using an auction process you eliminate a huge number of potential buyers for your property.

Paul also discovered that many people who bought a property at an auction only paid enough money to beat the second highest bidder and in many cases would have paid more money if they had to.

The problem was they knew exactly what each bidder was offering at an auction so they just offered a small amount more to secure the property for themselves.

Instead of using an auction process, Paul and his team use a 'for sale by set date' strategy for many of their clients.

This 'for sale by set date' process opens up a property to a much larger pool of potential buyers and it also means that each buyer does not know what other buyers are offering on a property.

As a result they tend to often make their best offer when trying to buy a property. Paul and his team regularly achieve record prices for many of their sellers and are also one of the top selling real estate offices in the county.

2: The 'Animated' Business Speaker:

Andrew Griffiths is a bestselling business author and popular business speaker. He wanted to increase the number of key note speaking engagements he was getting.

Now the normal way to promote yourself as a speaker is to have a video of yourself at a live event.

And on this video you have lots of positive comments from people saying how much they enjoyed your presentation.

Andrew decided recently to try something very different.

So he hired an animation firm to produce a short 2 minute animated video which explained his speaking services in a very entertaining way.

How did this approach work for Andrew?

He received his first booking within 5 minutes of sending his animated video out to a selected group of event planners.

The value of the booking was twice the cost of developing the film and with another 6 potential jobs, in 2 days' worth of promotion, that translates to a 15 times return on his investment.

Would he have got the same result if he had just launched another typical speaker's promo video? (Probably not.)

Keep in mind that Contrarian Marketing is definitely not for everyone and you can still be very successful by using other approaches.

However both Paul and Andrew and other businesses have discovered that using a contrarian marketing strategy can work well.

Action Exercise:
Is there an opportunity for your business to market doing the opposite or something very different from many of your competitors?

5: Differentiate with Viral Marketing

The goal of Viral Marketing is simple...

To get large numbers of people positively recommending your business.

There are many ways you could put Viral Marketing into practice.

1: You might create a helpful short video that solves a common problem that potential clients for your business might have..

Example:

I was helping my father in law fold his washing a few days ago and we both complained about trying to fold a fitted sheet as it always looked untidy when we folded it.

So out of interest I did a Google search on folding a fitted sheet.

To my surprise the first video I saw on folding a fitted sheet has now been watched by over 19 million people.

You can watch the video here
https://www.youtube.com/watch?v=_Z5k9nWcuFc&t=9s

This video was uploaded to YouTube nine years ago by a lady who has a business called Living on A Dime which is all about frugal living.

This short video solves a common problem that millions of people have and has been watched and shared by a huge number of people.

And every time someone watches the video the business that created it is being promoted.

2: You might write something that thousands of people read and then happily share.

I often come across helpful online articles that I love to share with my clients and subscribers.

I read one a while ago by Daniel Burrus that I particularly liked.

Daniel is the author the wonderful book 'Flash foresight' and is a leading futurist and technology forecaster.

The article he wrote was on how to think ten times bigger

https://www.burrus.com/2013/04/think-bigand-then-think-bigger/ and I loved it. (And here I am telling you about it today.)

In my marketing business www.simplemarketinganswers.com I share a number of helpful messages with my subscribers and clients every week.

Every month a number of my subscribers will tell me how much they enjoyed a particular message and explain that they have shared this message with a lot of people that they know.

3: You might share something that inspires people and that they happily share with other people.

I saw a video a few years called The World's Strongest Dad
https://www.youtube.com/watch?v=B9MYoQnfVQU

It's all about a dad who does triathlons with his physically disabled son.

I really liked the video and shared it with everyone I knew.

And it's been watched by hundreds of thousands of other people as well.

There are many other ways to use Viral Marketing in a business.

It's a great marketing strategy and well worth trying.

Action Exercise:

How could you put Viral Marketing to work in your own business?

6: Differentiate by changing the rules

In the classic movie "Raiders of the Lost Ark" there is a terrific scene where the hero Indiana Jones is facing an opponent who pulls out a huge sword.

Indiana Jones has just had a fight using his whip to beat a number of other baddies in the movie.

So movie viewers are expecting him to use his whip to fight this sword wielding person as well.

Instead, Indiana does something totally unexpected and pulls out a gun and shoots him.

What he did was change the rules of the game.

Instead of using his whip to fight he pulled out a gun and his opponent was finished.

The same strategy of changing the rules can work very well in marketing your business.

Here are two examples to think about:

Neil Raphel is an expert in marketing and publishing.

His marketing company, Raphel Marketing , https://www.raphelmarketing.com/ develops websites and produces direct mail campaigns.

And he publishes business books for authors as well.

Neil told me that sometimes when you are competing in business it‘s smart to change the rules of the game.

In the 1980‘s Neil worked for Victor Niederhoffer.

Victor became kind of famous for making and losing a lot of money in the commodities markets.

But before he did that he helped people sell their companies and he did a remarkable thing.

He was competing against the likes of Goldman Sachs and he couldn't compete with them because they were so famous and so well known.

So he decided to go after the companies that Goldman doesn't want, companies that are worth 5 million dollars or less because Goldman had a threshold of 5 million or more.

He sent postcards to companies in that size range, with a really simple story.

They said if your business is doing really well, if you are not even thinking about retirement, if you are at the height of your game and you think your business is going to be worth a lot more years later, now is the time to sell.

His point was that you should sell when you are doing well -not when you are nearing retirement age and not when somebody else is ready to take over the business, because you will get your maximum value when the business is at its prime.

Victor concentrated on small companies, he did direct marketing and he ended up doing more mergers and acquisitions than any other firm on Wall Street at the time.

They were smaller in size than people like Goldman Sachs but he changed the rules, he just took the business that they couldn't afford to go after and made a fortune doing it.
Neil used this ‘change the rules strategy in his own publishing business.

One thing that‘s happening in America is the collapse of the publishing industry.

The way the publishing industry worked in typical times was they gave the authors a big advance, and then gave the authors a little bit of money when the book sold.

They figured they would have about nine failures for every success but the success would be so big it would pay back all the money they spent and make a great profit.

Well those times are over.

The publishing companies haven‘t survived.

The ones that were doing that are all falling by the wayside.

You can‘t have nine failures for one success so what Neil has done in his publishing business is change the playing field, change the rules.

He said to business people wanting to write books, ‘We will be your partners.

You put up half the money and we‘ll put up half the money.

You get involved in marketing, we‘ll get involved in marketing and when the money comes in instead of getting you 8% of 10% we will give you 50% of the sales.’

Instead of having nine failures for each success, Neil has over nine successes for every failure.

He changed the rules and he makes a lot of money.

You might want to look at how you could change the rules in your own business as well.

Action Exercise:

How can you change the rules to differentiate your own business?

7: Differentiate by creating a new category for your business

A newspaper headline in the New Zealand Herald caught my eye a while ago.

The headline read “Aussie nude cleaning business slammed by Councillor"

The story talks about a cleaning business in Australia called The Naked Cleaner.

And how their point of difference was that their cleaners would wear nothing or very little when they cleaned the inside of your home.

As the owner of the company put it, "our cleaners get paid a whole lot more to wear a whole lot less."

A local city councillor had given a couple of interviews saying the business was disgraceful and thought the police should be notified.

It turns out no laws are being broken and The Naked Cleaner Service is just a cheeky way to differentiate their business in the crowded cleaning market.

However the business has now gained a huge amount of publicity as a result of the councillor’s comments.

(And while it was doing very well before the controversy it is doing even better after it.)

Here's the valuable marketing lesson I got from this story...

Invent a new category for the product or service that you offer and you'll instantly stand out in a crowded market.

One of my favourite marketing experts is Al Ries. www.ries.com

Al is a legendary advertising, marketing and branding strategist and the bestselling author (or co-author) of 11 books which have sold over 3 million copies worldwide.

Including: Positioning, Marketing Warfare, Focus, The 22 Immutable Laws of Branding, The Fall of Advertising & the Rise of PR and War in the Boardroom.

Al recommended that a business try to create a "new category” to get publicity.

(An idea or service that has never been offered in the past.)

The reason is simple.

Publicity is focused on "news," not on "better products or services."

Daily papers are called "newspapers;" they are not called "betterpapers."

Example:

For a client of AL's, they helped create a new category called "funeral concierge service" using the brand name "Everest," a double entendre suggesting a "mountain" and "death." (Ever rest.) The service sold to life insurance companies and now has 25 million subscribers in America.

Al told me that the category is more important than the brand name.

It's the category that creates news.

Al used this same 'create a new category' strategy in his own business.

Many years ago, Al ran an advertising agency in New York City called Ries Cappiello Colwell.

Al and his partners were young, they were ambitious, and they wanted to get famous.

So the obvious solution to this problem is publicity.

But how to get publicity?

The best way is to create a controversy. Controversy is the best way to generate publicity. (Look at the controversy created by Donald Trump when he ran for President of the United States.)

At the time, the advertising industry was in love with "creativity." Everybody tried to create advertising that was new, different, unusual. In other words, creative. (Look what drives the art business today.)

So Al and his partners created an idea called "positioning." Forget about creativity. Look in the mind of your prospect and find an open hole or "position." And then become the first brand to fill that open hole.

An ex-partner of Al's (Jack Trout) and Al wrote a series of articles on the subject of positioning for Advertising Age, the leading advertising publication.

Here is a typical quote from the article.

Creative people often resist positioning thinking because they believe it restricts their creativity. And it does. But creativity isn't the objective of advertising today. Even "communications" itself isn't the objective. The name of the marketing game is "positioning." And only the better players will survive.

Now many advertising agency executives wrote articles defending "creativity," keeping the idea alive in the advertising trade media.

Then the controversy spread to the general media.

Six months after the Advertising Age articles appeared, The Wall Street Journal, our leading business newspaper, ran a front-page story on positioning.

As a result, Al's company (now called Ries & Ries) has become a well-known consulting service for hundreds of companies over the past decades.

I really like what Al is saying about creating a brand new category where you make available a new service or idea that has not been offered in the past.

I saw a great example of this when I spoke with Jim Angleton the president and CEO of AEGIS FinServ Corp™ https://aegisfinserv.com/

Jim had his own bank in Miami for 30 years which he sold a while ago. He then set up a new business that offers a number of unique services to his clients.

One of the services his firm offers is called Cyber Eyes™

(This is a service that I have never seen offered by any other business.)

Cyber Eyes™ is a service that does a lot of useful things for clients that use it. It allows them to stop hacking attempts on their computers and networks and often it will allow them to identify who the hackers are and even where they are located.

Cyber Eyes™ also monitors all Social Media and identifies anything that is said (both positive and negative) about your business. Jim shared an interesting example of this with me when I interviewed him. A competitor of one of his clients had made a large number of negative posts and comments on social media about this client. Most of what they said was actually false and in some cases it was out and out lies.

Cyber Eyes™ allowed Jim's client to collect all these posts and use it to get a large financial settlement plus a public apology and retraction from their competitor.

This Cyber Eyes™ service has been immensely popular since it was first introduced and is a great example of creating a brand new category or service that has not been offered in the past.

Here one more example of creating a new category...

Imagine if you called yourself "The Lazy Fitness Coach" and that you worked exclusively with clients who wanted to get in great shape by working out for only 15 minutes twice a week

If you did this you would certainly stand out and be noticed.

(I actually worked out with a personal trainer close to 20 years ago who got me in great shape by working out for 15 minutes twice a week.

He was a body building champion and had his clients use weights to create a toned body fast.

He didn't call himself The Lazy Fitness Coach however it would have been a great way to create a new category for the fitness service that he offered.)

Action Exercise:

What is a brand new category you could create around the product or service you sell?

8: Differentiate by creating a Million Dollar Marketing Niche

An interesting strategy to differentiate your business is to create a 'Million Dollar Marketing Niche'.

A Million Dollar Marketing Niche is an audience of ideal clients who highly value what you offer and are happy to pay well for the services that you offer.

Here are five examples of businesses who have created a Million Dollar Marketing Niche

Example One: The Millionaire Life Insurance Professional

Many years ago I met a life insurance professional who had sold insurance for 30 years.

He became a multimillionaire as a result of his extraordinary sales results. He was regularly the number one salesperson in the country for his company.

He told me that he began to be amazingly successful when he made the decision that he was only going to sell insurance products to people who were aged in their forties. (This was his Million Dollar Marketing Niche.)

He went on to explain that people in their forties were often thinking about creating a nest egg for retirement.

They also usually had a home and a reasonably good income and lifestyle.

Because they had a good lifestyle (and were thinking about maintaining this lifestyle after they stopped working) they were very good prospects for his insurance products.

As they were in their forties, these clients still had around 15 years or more to create their nest egg.

This meant the insurance products he sold that had an investment element could potentially work very well for them in this time period.

Best of all, because most of his clients were aged in their forties, they were able to refer my client to many of their friends and work mates.

And many of these referrals were often aged in their forties. (Because most people know people who are similar to themselves in some way or another.)

So his Million Dollar Marketing Niche of people in their forties worked very well for him.

Example Two: PaperStreet www.paperstreet.com

Paper Street are first of all an Internet Design and Development firm.

So they create great websites for their clients.

They also do Internet Marketing for their clients. This includes SEO (Search Engine Optimization, Pay Per Click,Social Media Marketing.

Plus they do Content Marketing for their clients as well.

If a client uses the services of PaperStreet they invest between $25,000 and $100,000.

PaperStreet have over 1,200 delighted clients around the world who are thrilled with what PaperStreet has done for them.

Now there are huge numbers of businesses around the world who offer similar types services to PaperStreet.

(Website Design and Development, Internet Marketing and Content Creation.)

However PaperStreet have identified their Million Dollar Marketing Niche which is legal firms. (And over 98% of their clients around the world are legal firms.)

PaperStreet are very smart in what they have done.

Their business was started in 2001 by Peter Boyd who is a lawyer himself.

PaperStreet now have a team of close to 30 talented staff and they have become experts at helping legal firms promote their services and gain new clients.

And they also promote themselves well using the same Internet Marketing Services they provide to their clients.

Example Three: The Ultimate 48 Hour Author
http://ultimate48hourauthor.com.au/

Natasa Densman is based in Australia and helps coaches, consultants and speakers write their first book in her Ultimate 48 Hour Author retreats.

Natasa started her business career as a weight loss consultant and found that business was very slow.

So she decided to write a book about weight loss to boost her credibility as a weight loss consultant.

(She figured that having her own book would be like a business card on steroids.)

Natasa calculated that if she could write a few pages each day she would have a book written in a few months.

She did that and once her book was ready she used it to generate a huge number of new clients for her weight loss business. So it worked well to boost her sales fast.

Natasa then left the weight loss business and did business mentoring and coaching for a period of time. A little while later Natasa wrote another book with a friend.
(This book was on marketing.)

However instead of writing the book, Natasa and her friend created it in a weekend by 'speaking the content' which they then had transcribed and edited into a finished book.

A number of people then asked Natasa if she could show them how to do the same thing so they could create their own book quickly as well.

And' that's how her 'Ultimate 48 Hour Author Retreat' started.

In three years Natasa has had tremendous success with over 91% of her clients completing a book using her Ultimate 48 Hour Author System.

Natasa makes the whole process very easy for her clients by including everything they need to have their book completed. (So she hires transcribers, copy editors, designers, publishers, printers and more and these are all included in her package.)

Best of all Natasa shows her clients how to leverage their new book and turn it into multiple new revenue streams quickly as well.

So not only does each client end up hundreds of copies of their new book to start with. They also have seven new revenue streams they can create quickly by using their book.

What I like about what Natasa has done is that she has created a Million Dollar Marketing Niche by providing a service that is hugely valuable to a small number of people. (Coaches, consultants and speakers.)

And she includes a complete 'start to finish' service where her clients get everything they need for a successful outcome.

Example Four: The Lifestyle Brand Consulting Agency

FK Interactive, is a lifestyle brand consulting agency www.fkint.com

For luxury wine and spirit brands seeking to enter the US market, they offer a very particular niche service that not only sets these brands up for success, but guarantees that they will grow consumer demand- before they invest in placing a product on retail shelves.

The clients of FK Interactive have found that they are well worth the premium ($24k-102k+) starting price tag, because the strategy they recommend, when put into action creates the potential to generate millions of views, increase sales, and build a tremendous amount of brand equity.

Example Five: The Franchise Company and Short Haircuts

A large franchise company I heard about began looking at the characteristics of their most successful franchisees, and discovered (to their surprise), that a large number of them had short haircuts.

Now that was pretty unusual; so they decided to dig a little bit deeper.

Further research revealed that the majority of these franchises (with short haircuts) came from an armed services background like the air force or army.

The reason these franchisees were so successful was because they were used to following orders from their armed services background.

So they tended to do everything they were told to do in their franchise manual and got excellent results when they did this.

The franchise company began to focus a lot more effort on getting people from the armed services into their franchise business and their sales went through the roof.

I encourage you to spend a bit of time thinking about whether there is a Million Dollar Marketing Niche for your business as well.

Action Exercise:

What Million Dollar Marketing Niche could you take advantage of for your business?

9: Differentiate by having a memorable 30 second Infomercial

I had the opportunity recently to interview a delightful business coach in Canada called Tsufit. http://www.tsufit.com/

(Tsufit is actually her real name and it means ‘hummingbird’.)

Tsufit was a former litigation lawyer, and left the corporate world to pursue a career as an actor and singer, and now she's on a mission to "show business how to use show business to get business."

In our interview Tsufit told me that she gained over 50% of her business clients in less than 30 seconds.

And she then explained how she does this by using memorable and entertaining 30 second messages to groups of potential clients.

Tsufit explained that many business people attend networking events and have 30 seconds to explain what they do.

Sadly, many of these 30 second presentations are boring and dull so people don’t remember what you said.

That’s not a very good way to get people to choose your business.

Here's the approach that Tsufit recommends:

1. Open with a dynamic attention grabbing statement.

2. Present the problem that your service addresses.

3. Tell us how your service solves it, or just make the claim and let them come and ask you more.

4. Do either step 2 or 3 above (or both) in the form of a story.

5. Tell us your name and/or company name, for the first time, two-thirds of the way through the infomercial.

6. Give us one more enticing sentence related to what you said earlier.

7. Repeat your name and then end on an interesting tag line.

Let's see the Tsufit infomercial approach in action:

A mortgage broker came to Tsufit seeking help with her infomercial. She told Tsufit that her clients were women in their mid-40s seeking debt consolidation. They came to her because they felt they were drowning in debt.

Here's the infomercial that Tsufit created for this mortgage broker…

"It's 8:40 AM. The alarm didn't go off and you're 10 minutes late for the big boardroom presentation.

You rip open a pack of pantyhose and have a tug of war just to bring them up to your knees.
But it says 'One Size Fits All'! One size doesn't fit all. Not with pantyhose and definitely not with mortgages. I'm Jessica Blow and I'm a Mortgage Consultant.

You can pick up a 'One Size Fits All.' mortgage at the bank or you can let me shop for you to find the mortgage that fits you perfectly.

Jessica Blow. Blow Mortgages. 'Cause one size never fits all."

Here's another example:

"Congratulations. Your marketing efforts have finally paid off. Bill Gates is flying in to meet with you in the boardroom of your corporate head office.

Only problem is that your boardroom is your kitchen table.

Do you wipe the spaghetti stains off the wall where the kids threw it last night?

Or do you call me, Jane Dane, and rent a fully furnished boardroom by the hour and still have enough money left over to pick up a pizza for the kids on the way home?

Jane Dane, Metro Executive Suites."

When Tsufit' s client, the manager of a serviced office facility, used this 24 second infomercial, 8 out of the 10 women entrepreneurs listening asked for her brochure.

Here's a 30 second message that Tsufit uses for her own services:

"Four years ago, my youngest daughter, Aviva, won the public speaking contest in her school.

Three years ago, my oldest daughter, Daniela, won the public speaking contest in her school.

Two years ago, my second daughter, Paloma, won the public speaking contest in her school.

And yesterday, my last remaining daughter, Riviera, the shy one, won the public speaking contest in her school.

I'm Tsufit of Follow That Dream!® I'm a public speaking coach.

Now, far be it from me to exploit my daughters' accomplishments for my own personal gain. But I think the facts speak for themselves…

Tsufit. For when you're ready, to get noticed!"

Many clients complain to Tsufit "I can't possibly tell them what I do in just 30 seconds".

Tsufit's response is simple. "If you can't say what you do in 30 seconds, you won't be able to say it in 30 minutes either."

If you give a 30 second infomercial that is entertaining and memorable to a group of potential clients you stand out and make it easy for some of these people to remember you and choose your business.

Action Exercise:

Think about what you do and how you can explain it to a group of people in a way that gets you positive attention in less than 30 seconds.

10: Differentiate by creating instant credibility

One of the things I've noticed during 40 years of sales and marketing is that if you have high credibility and trust with a potential client it is a lot easier to convert that credibility into a paid sale.

One of the most effective ways to build high credibility is to share helpful tips and ideas related to what you sell.

(If you do this you are perceived as an instant expert on that topic.)

That works very well but does take time.

So how can you build instant credibility in only 2-3 minutes?

The best way to do this is to really ‘be an expert’ around what you sell.

Here's a great example:

Chris Gilmour is a real estate sales professional based in Brisbane, Australia.

In his first year Chris earned around $100,000.

In his second year Chris earned over $700,000.

And in his third year Chris earned over $1,000,000.

(In case you were wondering Chris sells average priced properties in his area.)

However in his best month he sold 23 properties!

I interviewed Chris a few years ago to find out the secrets to his success.

And he kindly shared with me how he gets Instant Credibility with potential clients in his very first phone call with them.

Chris works in an area of Brisbane that has around 3,500 homes.

If a person rings up and is thinking about selling their home Chris asks them for their address.

Let's say the address is number 3 Smith Street.

Chris then says 'So you have the two level brick and tile house with the lovely rose garden out the front'

In other words he tells the caller he knows their home.

The caller is usually amazed and asks Chris how he could possibly know what their home looks like.

Chris says 'It's my job to know every home in my area. That way I can help my clients get the best result when they come to sell their home'.

What Chris did in his first few years in real estate was to learn the details of every home in the local area that he worked in.

He would take a street to start with and list the addresses of every home in that street. He would then take notes on cards about every home in that street.

So number 1 was a single level home with a picket fence. Number 3 was a two level brick and tile home with a lovely rose garden and so on. Chris would then learn at least 10 of these homes each day.

Within a year he knew most of the homes in his area and what they looked like.

There is no substitute for in depth knowledge about what you sell.

And the good news is that with a few minutes a day of study you can be extremely knowledgeable on any topic.

Which gives you Instant Credibility with potential clients when you speak with them.

Here's another example:

Many years ago I spoke with real estate sales teams and showed them how to boost their sales and listings.

When I first spoke with these teams I had never sold real estate myself.

However I had a secret weapon to build instant credibility with my audience.

Two months earlier I had bought four excellent books on how to sell real estate.

These books were written by some of the top real estate sales people in the world and they had a ton of useful tips and strategies in them.

I had read all of the books and taken detailed notes.

In my presentations to real estate teams I mentioned these books and I shared a number of the sales and marketing strategies in them.

To my surprise most of the real estate sales teams I talked with had never heard of the books let alone read them.

And the end result was I had Instant Credibility with every team I spoke because I had read the books.

Action Exercise:

What are you going to do over the next month so you become a 'real expert' around what you sell and have instant credibility?

11: Differentiate by having a Positive Point of Difference

Most of us in business have a lot of good competitors.

(Just do a Google search for your type in business in your area and you'll usually see a lot of different choices that potential clients could spend their money with.)

So if you have a lot of competitors, how do you create a "Positive Point of Difference" Marketing Advantage so potential clients choose your business instead of these competitors?

There are dozens of ways to do this.

Here are two examples to get you thinking…

Example 1: The Lady Electrician:

I needed to find a good electrician recently to do some minor electrical repairs around my home.

So I went onto a website called No Cowboys https://www.nocowboys.co.nz/ and read the reviews for a number of electricians in my area.

One company that caught my eye when reading these reviews was Apex Electrical.
https://www.nocowboys.co.nz/businesses/Apex-Electrical-

Apex Electrical is owned by a lady called Annah Augustowicz.

And her firm has received 100% positive reviews from 26 different customers.

These customers all praise Annah highly for her speed, neatness, high quality of work and amazing customer service.

I was very impressed with what other people had to say about Annah so I decided to use her services myself.

I went onto her website and left a message.

To my delight I received a phone call from Annah within 5 minutes and we have now booked a time for Annah to come around and do my minor electrical repairs.

Annah told me she is so busy that she could not see me for a week.

I am more than happy to wait 7 days because my repairs are not urgent and I really like the idea of using a tradesperson like Annah who is very good.

Annah has a number of Positive Points of Difference that work well for her.

First of all Annah responds incredibly fast to all customer enquiries.

Secondly she gets amazing feedback from her all her customers.

Thirdly Annah is a lady electrician in an industry where the majority of electricians are men.

Example 2: The “Clients for Life” Real Estate Company

Paul Vujnovich, who owns Harveys Real Estate Te Atatu, https://harveys.co.nz/offices/te-atatu/ has been awarded four times consecutively the group's "NZ Franchise Owner of the Year", Harveys & LJ Hooker's "International World Champion Business Leader".

Paul has also been crowned with the network's highest accolade, the "Sir Leslie Hooker Award" for excellence in the real estate profession.

One of the reasons that his business does so well is that Paul has a ‘Clients for Life” approach to real estate. And this is his “Positive Point of Difference.”

It means that everything that Paul does in his business is designed to create real estate “Clients for Life.”

So Paul is always focussed on adding huge value to these clients.

A great example is the “Spin and Win $20,000” evening that Paul puts on for his Harveys Real Estate clients once a year.

(I had the pleasure of attending this event myself and it was a memorable occasion.)

There were over 200 people present and we had an hour to mix and mingle over drinks and delicious finger food.

Then we got down to the fun part of the night.

First of all Paul gave away thousands of dollars to local charities.

There he gave away a great prize for a children’s colouring in competition along with some quick $100 spot prizes.

Next up was the “Spin to Win $20,000” main event.

Paul had invited all the clients who had sold a home through Harveys Real Estate Te Atatu in the last year.

Every client was given a numbered ball and 20 of these numbered balls were then picked at random.

If you had one of the 20 balls that were picked you were then invited on stage to choose one of 20 envelopes on the wall.

10 envelopes had a “Spin to Win” Invitation which meant you could sit on stage and shortly spin a numbered wheel and be in to win $20,000.

The other 10 envelopes had no invitation; however the people who chose these envelopes still received a complimentary bottle of Moet.

We soon had 10 lucky punters sitting on stage and one after the other they stood up and spun the wheel.

A short time later one lucky person walked away with $20,000.

(The other nine non winners were still given a complimentary bottle of Moet.)

It was a memorable and fun night and has given Paul and his team a “Positive Point of Difference” Marketing Advantage.

If you want to get potential clients to choose your business (instead of your competitors) I recommend you create a “Positive Point of Difference” Marketing Advantage.

Action Exercise:

What “Positive Point of Difference” Marketing Advantage could you create for your business this month?

12: Differentiate by becoming ‘Positively Famous’

I have a question to you today that can help you to quickly differentiate your business from all your competitors.

Here is the question:

“How can your business become positively famous?”

Here are a few ideas to get you thinking

1: Become Positively Famous for “How Fast” you work.

A good example of this is a company I came across recently called Knapsack Creative http://knapsackcreative.com/, which builds websites in a single day.

(This is not the right approach for every potential client, but for certain businesses it will be a wildly attractive, well-differentiated way to get their next website.)

2: Become Positively Famous for the “Added Value” you give clients.

I heard about an electrical company a few years ago that trained their electricians to do one thing for free as part of each job they did for a client.

(This could be as simple as cleaning the front gutter on a house if they noticed it was full of leaves.)

On the invoice they would then list this extra job they did and put no charge next to it.

So their invoice might read

Install new lights	$X
Repair faulty alarm	$Y
Clean gutter	No charge
Total	$Z

Clients loved this extra value they received at no charge from the electrical contracting firm and they became positively famous for this added value.

3: Become Positively Famous for something fun that you do

I came across a business many years ago called The Window Doctor.

This business repaired and installed windows for clients.

The owner of the business did not have a lot of money to promote their business when he first got started.

So he hired a sign writer to create a great image on his car of a white coated doctor repairing windows.

The owner then started wearing a white doctor's coat to all his appointments.

This was fun and made people smile and remember him.

Business boomed as a result of The Window Doctor doing something fun in how he worked.

4: Become Positively Famous for how you communicate with your clients…

There is a B2B supplier in Canada that selling commodity items for the office: (Post-it notes, pens, printer ink, etc to office managers, and owners.)

They used to send out slick one-page fliers showcasing how amazingly CHEAP they were.

A marketing consultant called Troy White put an end to that nonsense (competing on cheapest price is a sure-fire way to fail for 99 per cent of entrepreneurs out there).

Instead, he crafted a double-sided, black and white, newsletter.

No logo. NO PRICING.

Just some off the wall stuff about the owner, and his love of adrenaline sports (and sharing how many broken bones he had during his ‘fun’).

Then he made 25 per cent of the newsletter... FROM THE DOG.

They had an office dog named Roxy. So Roxy’s Rant became the centrepiece of the newsletter. She ranted and woofed her woes about being an office dog.

The nonsense she puts up with. And the pure joy she got when clients brought her treats.

Troy’s client mailed it out UNADDRESSED.

In other words, no names or addresses they just sent it to local businesses in their post boxes.

It was a HUGE success!

With lots of new buyers.

And LOTS of treats for Roxy!

Summary:

Becoming Positively Famous could be just what your business needs to differentiate it from all your competitors.

And it’s surprisingly easy to do.

Action Exercise:

What will you do this month to make your business Positively Famous?

13: Differentiate by using lagniappe

Lagniappe is pronounced LAN yap.

Lagniappe is a word that is used primarily in southern Louisiana and southeast Texas and refers to an "unexpected something extra." Lagniappe is giving your customer a little unadvertised, unexpected, unasked-for 'extra'.

This little extra is often remembered long after the purchase. It could be an additional doughnut (as in "baker's dozen"),a free "one for the road" drink, or possibly a complimentary dessert for a regular customer.

Here are some examples of businesses that used lagniappe and as a result got many of their clients recommending them to a lot of other people:

The Car Dealer and the movie tickets:

A customer bought a car from a car dealer. Three weeks after the purchase they received two free movie passes from the car dealer; along with a note thanking them for their business. This customer told all the people they knew about the delightful little added value bonus from this car firm. They also went back two years later and bought another car from the same firm.

The Dentist and the phone call:

A person was on holiday in another town a few years ago and had a tooth ache. They went to a local dentist who fixed the problem. What was unusual was this same dentist phoned this client that night in their hotel to make sure they were okay. They also phoned their client a few days later, when they were back in their home town, just to make sure they were fine. This person was very impressed with this great follow up service and has told dozens of people about their unusual experience.

The appliance shop and the pot plant:

There is a very successful appliance shop that does something very simple. Several days after you buy an appliance from them, they courier out to you a beautiful pot plant and a lovely thank you note. The owner is making sure you tell everyone about your positive experiences dealing with his store. Their clients rave about their unexpected free gift. It generates a lot of referral and repeat business for them.

The Chinese takeaway and the paper bag:

There was a Chinese Take-away owner who used to include something free with every order a customer placed.

He would put it in a small bag and write "free" on the outside. Many people enjoyed going to this takeaway just to see what the free offer would be each time. It only cost the take away owner a few cents to give away something free and it made his business special to his customers.

Here's the reason for giving you these example of Lagniappe:
When you consistently use lagniappe with all your customers and clients you will turn many of these people into hardworking and loyal salespeople for your business.

They will actively recommend your business to many of the people they know.

You will also generate a large amount of repeat and referral business from these same clients and customers because they now feel valued and special

Action Exercise:

Write a list of 5-10 simple ways that you could provide 'lagniappe' to your clients.

Use some of these in the next few weeks.

This is a great marketing strategy to positively differentiate your business from all your competitors.

14: Differentiate with the 1-5-15-30 Day Follow Up

Many customers never hear back from a business after they have made a purchase of a product or service.

Think about all the products and services you've bought in the last six months.

How often did you hear back from any of these businesses?

In most cases, not that often.

Remember "Out of mind" means no opportunity for further business and referrals from a customer.

One approach that is very helpful is the 1-5-15-30 day follow-up. (It's called this because you take specific follow up action on days 1, 5, 15, 30.)

Here's how it works:

Day 1: Within 24 hours of the first sale to a new customer send a short handwritten thank you note.

"Dear Mr Smith, I enjoyed helping you choose your new widget. I trust you will enjoy years of enjoyment with it. Best wishes. Your Name."

Day 5: Approximately 5 days after the sale deliver a small present to the purchaser. It could be a small pot plant, a gift book, a couple of free movie passes.

Enclose a short thank you note that says something like *"Dear Mr Smith, I appreciate you being a customer and thought you would enjoy this small gift. With my compliments. Your name."*

Day 15: Approximately 15 days after the sale make a quick follow up phone call. Ask them how their widget is going and how they are finding it. This follow up call lets the customer know you value the relationship with them even after you've made the sale.

Day 30: Approximately 30 days after the sale send another small gift. (A little something extra.) It doesn't have to be expensive but it should have a high perceived value. Ideally it should be a conversation starter.

The Car Dealer and the personalised Desk Calendar

One car dealership sends their clients a personalised desk calendar that has a lovely colour photo of the customer sitting in their new car. Customers love this unique memento and often keep it on their desk. This leads to other people picking it up and talking about it. So this simple added value gift often results in further business for the car dealership.

The 1-5-15-30 day follow up can be adapted to any business by *changing the days* you take follow up action on.

For instance, you may implement a 1-7-14-30 day follow up in your business. Or perhaps yours is a 1-10-20-30 day follow up.

The key idea with this 1-5-15-30 follow up system is that you are in contact (in an added value way) four times within the first month or so of a new customer making a purchase.

This shows the customer that you are serious about treating them well and looking after them.

This is a rare experience for most customers!

Action Exercise:

Develop a 1-5-15-30 day follow up plan you can use with your own customers.

What specific action steps will you take on the following days?
(Feel free to change the days given here to other days if it would be more appropriate for your business.)

Day 1

Day 5

Day 15

Day 30

Then use this follow up plan with all your new customers

15: Differentiate by creating Positive Gossip for your business

In his excellent book 'Turn your customers into your sales force' Author Ross Reck quotes the following startling figures.

"25% of your success in business is getting a sale from a customer.

Another 25% of your success comes from getting repeat sales from a customer. A whopping 50% of your business success comes from getting existing customers to recommend and promote you to their friends, associates and colleagues." **Ross Reck**

In other words up to 75% of your success in business comes from getting repeat and referral sales.

An easy way to enjoy repeat and referral sales is to get Positive Gossip for your business.

In other words get other people telling positive things about your business to their friends, family and colleagues.

There are many ways to get Positive Gossip for your business.

Here are some suggestions...

Strategy One: Offer Something Unusual

I came across a website called

http://reserveaspotinheaven.com/

This website is offering to hold a spot for you at the pearly gates, and it will even throw in a money-back guarantee.

ReserveASpotInHeaven.com sells "travel kits"— complete with boarding passes, certificates and "Heaven 101" booklets — that offer the "chance to enjoy your sin-filled life" without consequence while lowering the "risk of eternal damnation."

The reservation packages have been a big hit and sales have been brisk since the company launched, according to the creators.

"We don't want people to take it seriously. It's more of just a fun idea we came up with that we thought we'd turn into a novelty gift," said Edgar Kim, 22, a retailer by day who started the business with his childhood friend Nate Davis, a 23-year-old product designer.

"We're not trying to offend anyone or anything like that."

Strategy Two: Offer something Unique

I had the opportunity to interview a fascinating lady called Nicole Faith a while ago. Nicole runs a business called www.10CaratCreations.com

Her target audience is business owners who sell a service and want to be able to travel the world while offering their service.

So what Nicole will do is work with a client and show them how to package their service so it can be delivered while they travel the world.

She will then create a website that will allow them to attract premium priced clients.

And she will do all this in one week.

So in 7 days you have a complete business ready to go based around what you are great at doing.

Now Nicole's services are not cheap at $20,000 for each client she works with.

However what she offers is something that is very appealing to her target audience and she does well from offering her service.

Strategy Three: Have a memorable way of doing business

There is a doctor in Brooklyn, New York who is now making house calls. (No doctors make house calls these days.)

This doctor does it through the internet.

Using Skype he puts himself in your house to talk to you and treat you.

He does one office visit to get all your background information but he keeps up with his clients regularly either by walking around Brooklyn and visiting them or doing it through emails and Skype.

And he's doing amazingly well.

There are dozens of ways to create Positive Gossip for your business.

It’s a fun way to boost your sales and profits and quickly differentiate your business from your competitors.

Action Exercise:

What will you do to start creating Positive Gossip around your own business?

16: Differentiate with humour and fun

A while ago I had a fascinating interview with a consulting and marketing psychologist called Elliot Jaffa http://ejaffa.home.mindspring.com

During our interview Elliot mentioned that he had helped a number of his clients do very well selling at Trade Shows.

And he told me about his "Japanese Invisible Fish Strategy" to help his clients get noticed and remembered positively at a trade show.

The strategy is very simple:

Step 1: Place a rock on the bottom of a five gallon aquarium and fill it with water.

Step 2: Place a sign next to the aquarium: that reads Japanese Invisible Fish in both English and Japanese.

Step 3: Have answers at the ready to the ridiculous and inane questions you will be asked as attendees look for the invisible fish. (They're invisible!)

Elliot then taught his clients how to quickly assess whether each visitor is a qualified lead for what they were offering.

The idea behind the Japanese Invisible Fish Strategy was to first of all have fun and get the attention of a lot of people fast.

And at the same time make the stand with the Japanese Invisible Fish memorable.

Elliot had a lot of fun with this strategy with his clients.

He got his clients salespeople to ask visitors to their stand if they would like to feed the invisible fish.

And if they said 'yes' they were given an ice cube to add to the water.

For the trade show visitors that qualified as good prospects the invisible fish strategy made it easy to follow up with them.

Elliot's clients would phone a person who visited the trade show stand and say "You might remember me we had the stand with the Japanese Invisible Fish. I'm sorry to have to tell you that I have some bad news. The fish died".

The person on the other end of the phone invariably laughed or had a quick chuckle and were now receptive to what the phone call was about.

I really liked what Elliot did with this strategy and it reminded me of a valuable marketing lesson.

If you can make people laugh or smile and feel good they are a lot more receptive to doing business with you.

In other words having fun in your marketing can work very well to boost sales.

Here's another example:

Dr Michael Hewitt Gleeson is the best-selling author of ‘*WOMBAT Selling*’.

In one of his first jobs Michael sold a sales training programme called KISS - Keep it Simple Salesman.

Michael sold this programme to companies with a number of salespeople and found that he was getting three people saying ‘yes’ for every five sales presentations that he made.

Michael would do about three appointments a day. He hated cold calling so he would phone people, qualify them and make an appointment to show them the programme.

Then Michael fell in love with a brand new Mercedes 280SL sports car and knew that he had to own one. He realised he needed to make at least ten sales presentations a day to get his sales target and buy the Mercedes.

The only way this was possible was if Michael cold called on a lot of businesses in the same area. But he hated cold calling.

So Michael tried a lot of ideas and finally came up with one that had was humorous and fun and worked brilliantly.

Michael printed a little book called ‘*How to Sell without Working*.’

Michael would then walk into the sales manager and say ‘Hi, my name is Michael and I’ve brought you a little gift to add to your sales library, it’s a book called *How to Sell without Working*.’ and he’d hand him the book.

Now when the person opened the book, all the pages in it were blank.

There are no words because there’s no such thing as selling without working. (In other words it was a joke book.)

A lot of the time the person he was talking to would open the book, laugh loudly when saw it was blank, pick up the phone and say ‘hey Jack come and have a look at this’.

And Michael has already got the humour and fun effect working right at the beginning of his sales call.

The prospect is then happy and smiling and when he asks what the call was about, Michael would begin his sales presentation.

Once Michael realised he'd found something that got a terrific reaction when he handed over the book he was happy to work all day long making cold calls.

And the use of that simple idea that used humour and fun enabled Michael to quickly buy his Mercedes 280 SL sports cars.

Humour and fun used in a tasteful, professional way can be make for very effective marketing. And could be worth testing in your own business.

Action Exercise:

How could you use humour and fun to differentiate your business?

17: Differentiate for the same reasons that you personally recommend certain businesses

If you sell a service here's a simple way to positively differentiate your business.

Make a list of at least two businesses you know who sell a service and that you would easily recommend to many of your friends and colleagues.

Write down the reasons why you would recommend each of these three businesses.

Then look at these reasons and see how you adapt some of these reasons for your own business.

Here are two examples to show you what I mean

Example 1: Paul Vujnovich Harveys Real Estate
https://harveys.co.nz/offices/te-atatu/

Paul Vujnovich is the owner of Harvey's Real Estate in Te Atatu, Auckland.

Harveys Real Estate in Te Atatu is a multi-award winning office awarded six years in a row with the title of New Zealand's 'Most Productive Office' award for the Harveys & LJ Hooker network.

And they were recently awarded the 'World Champion Most Productive Office' heading out over 600 offices internationally.

Paul Vujnovich who owns Harveys Real Estate Te Atatu has been awarded four times consecutively the group's 'NZ Franchise Owner of the Year', Harveys & LJ Hooker's 'International World Champion Business Leader'.

Paul has also been crowned with the network's highest accolade, the 'Sir Leslie Hooker Award' for excellence in the real estate profession.

I love Paul's unique approach to business which is why I easily recommend his real estate business to other people.

First of all Paul cares a lot about his people and his clients.

I had a great example of this caring approach in March 2012; I had a major accident on my bicycle after coming off at high speed down a hill. I broke a number of bones including 4 ribs, my collar bone, my shoulder blade and others. And I was off work for a number of weeks while I mended.

(Luckily I made a full recovery with no long term injuries.)

A few weeks before my cycling accident I had the opportunity to meet with Paul for the first time.

When he heard about my cycling accident Paul phoned me and said 'Graham what can I do to help you? Can I drive you anywhere, pick up anything for you? What do you need help with?'

I was shocked at this because I knew how busy Paul was and I was not someone he had known for a long time. Despite this he went out of his way to be nice to me. (Which made me feel valued and special.)

A few years later my mum's house needed selling so I recommended Paul and his team.

They did a superb job and helped my mum get an excellent price with minimum stress for her home.

I am convinced that this attitude of looking for ways to help people and be kind to them is a key factor in the amazing success of Paul's real estate business.

And it's a big part of why they do so well and have won so many awards.

Example 2: Jamie Tulloch E3 Business Accountants
www.e3accountants.co.nz

Jamie has found that a good way to get potential clients for his business is to share some of the valuable knowledge that they have at no charge.

Jamie does this two ways.

First of all he puts out an excellent Ezine each month that has valuable tips to increase business results. It also has tax tips and some fun trivia as well.

I've spoken to a number of business owners around the country who tell me they get this Ezine from Jamie and find it excellent. (And it's something I personally find very helpful to read as well.)

Jamie is also happy to answer general business enquiries or queries that might come through via email. If he can answer something off the cuff he will answer that the same day to anyone who actually sends him a query. And you don't even have to be a client to take advantage of this service.

These two things allow potential clients to get a free sample of what E3 Business Accountants can potentially offer.

And it is responsible for their business getting brand new clients on a regular basis.

So how could you apply what Jamie and Paul do to make their businesses very easy to refer?

You might do small things to show your clients and potential clients that you really care about them.

You could give valuable information at no charge to help your clients and potential clients to improve their results.

That way they get a good idea of how you might be able to help them.

Now, you will have your own list of businesses that sell a service that you easily recommend to other people.

And I guarantee if you make a list of all the reasons why you easily recommend these businesses you will find some helpful ideas that you can adapt and use in your own business as well.

Action Exercise:

Make a list of two businesses who sell a service that you easily recommend to your friends and colleagues.

What do they do that makes them so easy for you to recommend?

And how can you use some of these ideas in your own business so you become easy to recommend by your own clients?

18: Differentiate by having a 'Special Way of Doing Business'

The reality of business today is that most of us have a lot of competitors who offer similar services to what we offer.

(And many of these competitors are very good at what they do as well.)

If you are an accountant there are a lot of other accountants offering their services.

If you are a builder there are a lot of other builders that potential clients could use.

If you a business consultant there are a huge number of business consultants offering consulting services.

And so on.

So how do you position your business as being better than all your competitors?

Here is a simple strategy you might like to try…

Have a "Special Way" of Doing Business

Chris Bell is the owner of a fascinating business called 'Customer Experiences'. www.customerexperience.co.nz

He is an expert on helping New Zealand Businesses to create an amazing customer experience for their customers.

I was chatting with Chris recently and he commented that competitors today can copy a lot of what you do in business.

However one thing that is extremely hard to copy is having a team of people who have a total focus on delivering an amazing customer experience that creates raving fans for your business.

When you do this well you create an environment that causes delighted customer to tell everyone they know how good your business is.

(You also have a business that is filled with people who are highly productive and really love working there.)

So how is Chris better than other organisations that offer to help businesses create an amazing customer experience?

It's very simple…

Chris has a "Special Way" of working with his clients.

He involves every single person working in the business plus he also works with all the suppliers to the business.

Most of his competitors will only work with front line staff in an organisation who directly communicate with customers.

So why does Chris work with every person in a business as well as their suppliers?

Chris has found that every person in a business (no matter what their role is) has some impact on the experience a customer has when interacting with a business.

A person in accounts for instance may not speak with a customer personally.

However if an invoice is incorrect or late that can easily have a big impact on what a customer thinks and feels about a business.

Chris has also discovered that it's often the lowest paid people in a business that can come up with the highest value ideas.

He worked with a plumbing supply firm a while ago and he had morning tea with all the people who worked in the warehouse for that business.

Chris encouraged them to come up with ideas on how to improve any part of what they were doing.

A new staff member mentioned that they were not doing as well as they could with regards to getting deliveries out promptly to customers.

He suggested a couple of ways they could do this better.

The end result was that management embraced these ideas and came up with some simple processes that made a huge difference to how fast a customer received their orders.

And this produced delighted customers and a large jump in revenues.

Your Special Way of doing business could be a lot of different things.

It could be how fast you respond to an enquiry by a potential client.

Derek Sivers founded a wonderful online business called CD Baby www.cdbaby.com

His 'Special Way' of doing business was that all phone calls from customers were answered by a real live person in two rings or less.

Customers loved being able to ring up and talk to a real person and this was one of the keys that helped CD Baby do remarkably well.

(Derek ended up selling CD Baby a few years later for 22 Million Dollars.)

There are actually dozens of simple ways to show how your business is better than all your competitors.

Having a 'Special Way' of doing business is one of these ways and could well be worth testing in your own business.

Action Exercise:

What 'Special Way' of doing business could you create that your customers would love and would position your business as being better than all your competitors?

19: Differentiate by making it easy to choose your business

No matter what product or service you sell, there are usually a large number of other businesses offering something very similar.

So with all this competition, how do you get potential clients to choose your business to spend their money with?

A good way to do this is to look at what another business already does that makes you feel special and important.

Then see how you can apply this to your business as well.

It could be something as greeting clients with a big smile when you see them.

It might be the personal thank you note you send after they buy from you.

Here are two examples to get you thinking:

1: Important Dates Reminder Service

A gift shop offers a free special occasion reminder service to all their clients for important dates in their lives.

These are things like birthdays and anniversaries of family members and friends.

The gift shop would then contact their client at least a week before each of these dates and remind them that it was coming up.

They would also suggest an appropriate gift and card to mark the occasion.

Clients of this gift shop loved this service because they were now far less likely to forget an important occasion like an important birthday or anniversary.

They also had a good amount of time to select a great gift.

Naturally the gift shop had a good increase in sales by offering this service. They also have something to talk about that sets them apart from their competitors.

2: Dental Muffins and Coffee

A dentist named Paddi Lund does something very interesting as part of his dental service.

Once a patient has completed their dental treatment they are given a delicious batch of freshly baked muffins.

These are sugar free and Paddi's team calls them dental muffins for that reason. The muffins taste great and Paddi's patients love them.

There is also an amazing coffee machine in Paddi's dental practice. It looks like something out of a science fiction movie and it makes delicious coffees for Paddi's patients.

The smell of freshly made coffee is also very appealing.

What Paddi has done with things like his dental muffins and his coffee machine, is make his patients visit to the dentist much more enjoyable and interesting. And his clients really appreciate this.

Action Exercise:

List five things you could do either before, after or during the sales process that would be of benefit and value to your customers.

Which one of these things are you going to start doing this week?

How are you going to explain this new thing to your new clients and why it is of value to them?

20: Differentiate with 'Remarkable Results'

I was chatting with Jim White a regional market manager for a 15 year old business based in the United States called ARPWAVE www.arpwave.com

Jim told me that ARPwave's Neuro-Therapy and Neuro-Recovery technology has been used by more than 2,000 elite pro athletes worldwide and has been used to treat over 300,000 patients. The result has been better than a 95% success rate in eliminating pain, addressing restricted movement, and eliminating atrophy. ARPwave is significantly enhancing the way people recover from injury and surgery.

Now that information by itself was useful but did not get me excited.

However Jim then shared testimonials with me that had real people talking about the remarkable results they were enjoying from using this technology.

One of the testimonials was about NFL All-Pro Dwight Freeney.

Prior to Super Bowl XLIV in 2010, the major story two weeks leading up to the big game was whether or not Dwight Freeney would play.

Dwight had suffered a Grade 3 Sprain in his right ankle during the AFC Championship Game against the Pittsburgh Steelers and an MRI showed torn ligaments in the ankle.

Typical recovery time was estimated at 10-15 weeks minimum and most doubted he had even the slimmest of chances of making the game.

Dwight immediately contacted Denis Thompson (ARP Wave Founder) and 12 days from the Super Bowl went into treatment.

One day before Super XLIV another MRI was conducted on the ankle and the MRI showed complete healing of the ligament tear and Freeney was subsequently cleared to play.

By using ARPwave technology Dwight experienced in 12 days a complete healing on an injury that typically takes 10 weeks MINIMUM to even begin to repair itself.

Another testimonial was from a lady called Luann Wyatt who had partial knee replacement surgery on two knees.

Here is what Luann had to say.

"On January 31, 2017, I had the second of two partial knee replacement) surgeries. My first operation (on the other knee) was done in January of 2015.

Although I had an excellent outcome from my first surgery, my recovery was a long process (a full 12 months of Physical Therapy and I had pain during about 3/4 of it).

The biggest setback was the development of scar tissue that prevented me from regaining flex. I needed to have another procedure to manipulate the knee (general anaesthesia again) four weeks after surgery.

I have been a patient of Dr. Steven Moe for several years and at an office visit (for treatment of neck and lower back pain), I happened to mention I was having my second knee surgery.

He encouraged me to see him after surgery to help with recovery, which I did. After 6 ARPwave treatments over a two-week period, I experienced some exceptional results as compared to my first recovery. These included improved strength, diminished pain, diminished swelling, improved flex and best of all no sign of scar tissue."

I also read dozens of testimonials from medical professionals who were using the ARPwave technology with their own patients and were enjoying amazing results.

After reading these testimonials I found myself getting really excited about what ARPwave has to offer.

And the thing that made me excited was the remarkable results that so many of their clients were enjoying.

Which brings me to my differentiation recommendation for this strategy.

Don’t focus all your marketing just on the products or services that you offer.

Instead, take some time to talk about the remarkable results that many of your clients are enjoying by using your product or service.

That is what will get other people excited about spending their money with you.

Action Exercise:

What remarkable results do you help your clients to enjoy?

Which clients can you interview to get great testimonials that talk about these remarkable results?

21: Differentiate by Selling ‘Money at a Discount’

A common question we are often asked in business is *“What do you do?”*

And an interesting way to answer that question might be to say
“I sell money at a discount”.

Invariably a person will then ask *“What do you mean?”* and you can explain further.

Here are three examples of “Selling Money at a Discount” to get you thinking…

1: Ben Feldman

Ben Feldman is considered to one of the most successful life insurance salespeople in the world. He sold 1.8 billion dollars of insurance policies for New York Life from 1942 to his death in 1993.

When asked how he could sell such an intangible product as life insurance, Feldman responded "*I do not sell life insurance. I sell money. I sell dollars for pennies apiece. My dollars cost 3 cents per dollar per year."*

In other words Ben sold "money at a discount" to his clients.

2: Steuart Snooks is an email efficiently expert.
https://www.steuartsnooks.com.au

He's been working with clients for 11 years and in that time his detailed research shows that his clients spend on average 2.3 hrs per day or 11.5 hrs per week working on their email.

The average cost to spend this time on emails is $28,000 a year per person.

With the training that Steuart does he is able to help his clients to reduce the time they spend on email by at least 50% (1.1 hrs per day or 5.5 hrs per week.)

This is an instant cost saving of $14,000 a year for each person that he trains. (Best of all these cost savings continue year after year. So in a five year period just one person will save close to $70,000 in time.)

Steuart works with a range of organisations to train their people in his email efficiency techniques.

The typical cost for an in house programme is around $1,400 per person.

So in effect Steuart is helping each person he trains to enjoy a minimum cost saving of $14,000 a year for an investment of only $1,400.

In other words he is selling $14,000 of money for only $1,400.

That's a very attractive investment story!

3: Sovereign Health Insurance Policy

I have had a Health Insurance policy since 2001 with an insurance company called Sovereign.

My monthly premium for this policy is currently $231 a month or $2,800 a year.

In the last three years I have made claims worth over $50,000 on this health insurance policy. (These claims were for a heart operation and a range of other treatments and tests for a condition I developed called Atrial Fibrillation.)

My policy has paid all these claims in full and all I paid (apart from my monthly premium amount) was a once only excess amount of $600.

So my Sovereign insurance policy has effectively enabled me to purchase $50,000 of state of the art medical care and treatment for an investment of only $3,400 over the last 12 months. (That was a huge saving to me.)

I've also made a good number of other claims on my policy over the 16 years that I've had it and it's very likely I will have many more claims in the future as I get older.

I'm super happy to continue paying my premium on this policy because I know that over the next 10-20 years I'll get some wonderful medical treatment and tests at a fraction of the cost I would have to pay if I didn't' have this insurance.

Important Point:

Now 'Selling Money at a Discount' may or may not be not be something that you can use in marketing your business and what you do.

However it's a good example that having an interesting way to explain what you do can quickly differentiate your business in a positive way from all your competitors.

Action Exercise:

What is the dollar value of all the benefits you create for your clients who use your product or service?

How much money does a typical client invest to use your product or service?

Based on these two figures are you selling money at a great discount

22: Differentiate by selling what is unique or special about your business

The reality of life in business is that most of us have competitors who sell similar products and services to what we offer.

So how do we encourage potential clients to choose our business instead of these competitors?

One marketing strategy that could be worth testing is to tell potential clients why your business is unique or special compared to your competitors.

Here are four ways to position your business as being unique and special.

1: Share memorable ideas about what you do

Jenny Grace is a performance and productivity improvement business coach.

The normal approach to improving staff performance is to give people training on an area they are weak at.

So if a person is not good at time management they are given training in time management.

Jenny takes a different approach and focuses instead on using the natural strengths that people already have and using these to help people become star performers.

Her approach is based on a huge amount of research done by the Gallup Organisation world-wide.

Jenny has written a fascinating guide called 'The Acres of Diamonds High Performance Solution' www.TheDNAProject.co.nz that explains in great detail how to use this approach to get amazing performance from normal staff.

Jenny says you train strengths rather than try to fix weaknesses.

And this memorable idea makes her special in what she does.

2: Provide amazing after sales service that clients tell other people about

A few years ago I decided to set up a new email list using Mail Chimp.

I had never used Mail Chimp before and I couldn't work out how to use it effectively.

So I hired a Mail Chimp Training Expert called Kiely Buttell www.flourished.co.nz

In a 90 minute personal training session over the internet Kiely helped me learn the key things I needed. I was now using Mail Chimp well.

About a month ago I realized that I needed to learn three more things about using Mail Chimp. I contacted Kiely and told her what I wanted to learn.

Kiely then made three super short 2 minute videos that explained exactly what I needed to learn and gave these videos to me with her compliments.

There was no charge and I was delighted at this amazing after sales service. (And here I am telling you about it today.)

3: Get your clients to talk about how special you are

Robert Burnside http://www.leadingcoach.com/ is an executive business coach based in Japan.

I had the pleasure of interviewing a number of Robert's executive clients recently and here is a small part of what one of these clients said about his coaching services…

"Before deciding to join Robert's programme I did a lot of research on my own around leadership coaching in Japan. Robert Burnside is certainly one of the top leadership coaches in the country. He has decades of experience coaching people at very high levels in business and is also very experienced in all aspects of business himself. Robert's services as a leadership coach has my highest recommendation."
Sergio Salvador
Head of New Business
Google Japan

(It's usually 10 times more effective in your marketing to have delighted clients saying positive things about your business and why you are special compared to you saying the same things about yourself.)

4: Talk about the unique background and skills that make your service so useful.

Denis Cooksley owns a business called NZ Property Finders. http://www.nzpropertyfinders.co.nz/.

His business helps offshore investors and NZ expats based overseas to buy New Zealand Real Estate.

What makes Denis unique is his fascinating background.

He's been working in real estate and property since 1982.

In that time he has done pretty much everything that you can do in real estate.

He has managed the creation of subdivisions and housing estates.

He has sold residential houses and apartments.

He has sold and leased commercial properties.

He has also enjoyed being an Expat working in the United Arab Emirates so he knows exactly what it is like to be expat himself.

His background and skills makes him unique and special around what he does.

Summary:

Even though you may sell similar products or services to other businesses there are many ways you can still position your business as being unique and special.

And when you do this well you greatly increase the odds of people choosing your business to spend their hard earned money with.

Action Exercises:

1: What memorable ideas can you share around what you do?

2: How can you provide amazing after sales service that your clients can't wait to tell other people about?

3: How can you get your best clients to say why your business is special?

4: What is unique and special about your skills and background that makes your business the ideal choice for a new customer to spend their money with?

23: Differentiate by Dollarizing the value of what you sell

One of my favourite marketing experts is Jeffrey J Fox.
www.Foxandcompany.com

Jeffrey has written over 11 bestselling business books.

The one I like the most is called 'How to become a rainmaker' and was recently voted one of the top 100 best business books ever written.

I interviewed Jeffrey and asked him to share his singe most valuable strategy for increasing sales.

You have to 'Dollarise the value of what you sell,' Jeffrey said.

He told me that we have to understand that customers never buy products or services.

They do not buy features or benefits.

They do not buy technology.

What customers buy is what they get from a product or service.

Customers buy outcomes

Jeffrey explained that great companies price their products and services to the value the customer gets.

This marketing and sales strategy is called 'Dollarization.'

Jeffrey went on to say that people buy for one of two reasons:

To feel good or to solve a problem.

"Feel good" is measured in intangible values, such as the stylish fit of a sweater, the taste of a fine wine, or the tight cornering of a new sports car.

The solution to a problem represents either the avoidance of loss (e.g., reduced costs) or the chance for gain (e.g., improved sales).

Both the avoidance of loss and the chance for gain can be measured in dollars and cents, or "Dollarized".

People buy value, an economic return.

So smart businesses don't sell products or services, they sell money.

Dollarization calculates how much money

The first step in Dollarizing your service is to find out what your client wants.

Your client might say I want X.

You ask "What do you mean exactly by X?"

Let's say your client says "I want to speed up our buying cycle so clients buy faster."

You ask "What do you mean exactly by that?"

And you keep asking until you get specifics numbers, dates, names that kind of thing

Your client then says “right now it takes up to six months for clients to decide to buy and then start paying our business. I’d like to shorten that to three months.”

You then ask ‘Why do you want that?

If you keep asking questions you’ll get to the real value.

Dollarization Example 1:

One of Jeffrey’s clients had a problem with a high turnover in their sales force.

So they would spend months and months and thousands of dollars training a number of salespeople and then they would lose a number of these salespeople.

Jeffrey asked his client “What is it costing you to lose these clients?”

His client wasn’t sure so Jeffrey helped them by asking a few questions.

How many sales people do you hire each year?

How many do you lose?

How much would you have invested in training just one sales person?

Jeffrey then summarized what his client had told him.

“So when you lose 10 sales people a year, it is costing you $20,000 to train each person, that’s $200,000 it has cost you. Is that correct?”

Jeffrey could then offer a solution and show that the value of his solution is tiny compared to the value his client would receive.

So if we can reduce the 10 sales people you lose each year to say five sales people, you lose that will save you $100,000 a year?

Yes, that’s right.

Great, my fee to help you do this is only $25,000.

In this example the value of the outcome ($100,000 a year saving) is huge compared to the $25,000 fee being charged.

Here are some of the things it's helpful to find out when you interview a potential client to find the value of what you are offering them.

-What's it costing them today for a problem they have?

-What is the value to them if you can help them solve this problem?

-What's the potential upside?

-What can you help them with?

-What costs can you help them eliminate or cut?

-What revenue gross margin revenues can you help them gain?

-What potential negative problem (and the associated cost can you help them avoid?

You find out how your services can reduce cost, increase gross margins, or avoid preventable future events and the cost associated with it.

It's all about really asking the customer thoughtful pre-planned questions till you get to the point of what is it costing the customer or what is the opportunity cost for not doing something.

Dollarization Example 2:

Jeffrey worked with an advertising agency.

They offered a $25,000 a month service that helped their clients to grow market share, increase customers, reduce acquisition costs and so on.

With Jeffery's help they were able to show potential clients that if they tried to do all this in-house it would actually cost them around $45,000 a month to do.

So by using the Advertising Agency they not only get all the value of new clients etc they also saved $20,000 a month in real costs.

I really like Jeffrey's strategy of dollarizing the real value of what you offer.

It's a powerful way to get clients to choose your service rather than a competitors.

Action Exercise

When you are talking with a potential new client take some time to ask intelligent questions.

Find out the cost of the problem they have, the value of not having this problem, the value of reaching a goal they want, the money they will save or gain, and so on.

Then show them that your solution is tremendous value compared to the investment they are making for your product or service.

This is a simple way to differentiate your business from all your competitors.

24: Differentiate by making your business Super Memorable

A while ago I was reading a helpful marketing message from Andrew Griffiths. www.andrewgriffiths.com (Andrew is Australia's number 1 small business author with 12 books sold in over 60 countries.)

Andrew mentioned the value of having a slogan for your business and he explained it like this:

"A slogan can help you to own a patch of premium, priceless, permanent advertising space in your customer's mind. It's like putting a lifelong billboard in the busy intersection of their very own information superhighway. Invest once, benefit forever."

What I liked about what Andrew said is that his three sentences were all memorable.

I particularly liked the last sentence. "Invest once, benefit forever."

And it got me to thinking about what you can do to make your business 'Super Memorable'

Here is one strategy you might like to try:

Explain what you do in a memorable way:

Greg Claxton is the owner of Incredible Adventures http://www.incredible-adventures.com/

His business is all about helping clients to enjoy amazing experiences that they will remember positively for the rest of their lives.

One adventure they offer their clients is the opportunity to go to the edge of space in Russia in a MiG Fighter Jet.

(Greg's business has been offering this particular adventure for over 24 years and it's one of their most popular packages.)

Greg has a memorable way of explaining what it is like to go to the edge of space.

On the day our client's fly to the edge of space they will be the highest and fastest civilian person in the entire world.

That means that out of 7 billion people on the earth below them they will be the one civilian person who is the highest and fastest.

They can mark the time and day they went up and say *'There is no civilian person who is higher or faster than me right now in the whole world'.*

(I interviewed Greg for close to an hour about his business and this was one of the most memorable things he shared with me.)

Action Exercise

How can you explain what you do in a memorable way?

25: Differentiate with a 'Rolls Royce' Service Offer

A couple of years ago I watched a fascinating video by a business coach who was charging $100,000 a year to coach certain business clients.

This coach had been in business for around 3 years and (from memory) he was working with CEO's of privately held companies that were going public in the near future.

This coach focused his coaching on helping his clients get positive outcomes in key things they were doing in their business.

Like giving a live presentation to a group of potential investors in his company.

I liked what this coach was doing for two reasons.

First of all he was thinking big which is one of my favourite strategies in business.

He wasn't just charging $1,000 to $2,000 a month for normal coaching.

He was charging $100,000 a year!

Secondly he was focusing his coaching on the hugely valuable key outcomes he could help his clients to achieve.

If for instance his client could give a successful presentation in front of a group of potential investors what could that be potentially worth to his client?

(It could potentially be worth millions of dollars or more.)

And that brings me to the purpose of this strategy.

If you want to differentiate your business and increase your sales and profits it may be helpful to have what I call a ‘Rolls Royce Service Offer ‘for your clients.

A Rolls Royce Service Offer has two components.

1: It is expensive.

2: It helps a client to achieve a specific outcome that is hugely beneficial to them.

3: It is not for everyone

Let me give you a simple example:

Imagine that a you are a business consultant and that you are terrific at helping your business clients to hire amazing sales people to work in their business.

Now what is it worth to many of your clients if they can hire an amazing salesperson for their business?

And on the flip side what will it cost them if they hire an average or even poor salesperson for their business?

In many cases a terrific sales person can easily produce another $50,000 to $100,000 of new profits for a business after all the costs of employing the salesperson are covered.

It could also cost a business at least $50,000 in lost profits plus additional costs and expenses in getting rid of a poor performing sales person.

So what would happen if you put together a six week programme that cost $5,000 per client and the programme guaranteed that it would help owners of certain types of businesses to become great at hiring terrific salespeople for their business?

Would a programme like this be an attractive investment for some of your clients or potential clients?

Of course it would.

A big advantage of having a ‘Rolls Royce Offer’ is that you can add huge value to a small number of clients and get paid a lot more than what you would make from just providing your normal services.

Now you don’t have to be a business consultant to have a Rolls Royce Service Offer.

You just need to have a service option that is more expensive than your normal service and appeals to a small group of potential clients.

Here’s an example:

I received a flyer in the mail recently from a local car dealership that I had purchased a new car from a few years ago.

They have opened up a new service centre close to where I live and wanted to offer me the opportunity to have my car serviced in only one hour.

They would have two technicians working on my car at the same time and they guaranteed that it would only take one hour to have my car serviced.

Now there was no price mentioned in this flyer however I am sure it will be more expensive than the normal service which often takes a lot longer than one hour.

The appeal here is for clients that want to have their vehicles serviced in only one hour.

Whatever type of service you offer in your normal business it could be worth creating a Rolls Royce Service Offer for a small number of clients.

Action Exercise:

1: What key outcomes that are hugely valuable do some of your clients enjoy by using your services?

2: How could you put together a Rolls Royce Service Offer that is more expensive than your normal service and would help them to achieve at least one of these hugely valuable outcomes?

26: Differentiate with Charitable News Jacking

One of the most interesting business people I've ever interviewed is Trent Silver the owner of Media Mogul. www.mediamogul.com

Trent first experienced the power of the media when he started a business at age 18 offering to buy second hand gold from people all across the United States.

His business was too successful and he ended up with tens of thousands of clients who wanted to use his services and he just couldn't cope with so many.

ABC News did a story about Trent and his business and Trent found himself on television apologising for the poor service he was giving clients and offering to make sure they ended up happy.

Within a few days of his TV interview Trent had dozens of business people contact him and ask if he could train them how to handle the media better.

A great example of the saying 'There's a silver lining in every cloud.'

Trent went on to start a number of different businesses and he began to experiment with Charitable NewsJacking as a marketing strategy.

One of his most interesting success stories was with his online business Cash for Purses. www.cashforpurses.com

This business buys and sells second hand designer purses and handbags and Trent still owns it today.

Now the way Charitable NewsJacking works is like this.

1: First of all you take a breaking news story and then you ‘hijack’ it.

Trent loves working with breaking news stories about celebrities and famous people.

A while ago the actress Lindsay Lohan had some well documented financial problems that were plastered across the media.

Trent made an offer to Lindsay to pay her thousands of dollars for all of her designer purses and handbags.

This offer was made on behalf of his business Cash for Purses.

Trent sent out press releases about his offer and did some creative marketing to get it picked up by around 100 different media outlets.

2: Trent always likes to tie in something charitable whenever he does ‘Charitable NewsJacking.’

So in the Lindsay Lohan example he offered give her money for her handbags and he also offered to match that with a donation to charity worth a similar amount.

Now Lindsay Lohan never took advantage of Trent’s offer.

But because of the massive publicity that Trent gained with his Charitable NewsJacking exercise Trent’s online business Cash for Purses gained an extra $200,000 in new revenues.

So Charitable NewsJacking can be highly profitable!

Here’s another example:

A few years ago Trent had a client with an all-natural sleeping aid called ‘Dreamer’.

Dreamer is also a mild sedative so a side effect is that it makes you calmer when you take it.

Trent used Charitable NewsJacking in an interesting way for this client.

Trent offered to give Kim Jong-un the ruler of North Korea a life time free supply of ‘Dreamer’ so he would be calmer and more rational.

Trent also offered to make Kim the official spokesperson for his client’s product.

At the time Trent did this, Kim was all across the news around his threats to launch long range missiles at the United States.

Trent made his offer tongue in cheek and never expected to hear back from Kim.

However his client got incredible publicity as a result.

The end result is they sold thousands of bottles of this natural sleep remedy.

They also made a donation of a percentage of every sale to the Make A Wish Foundation which helps sick children make their dreams come true.

So a nice win-win for everyone.

One of the keys to Charitable NewsJacking is you have to know what is going on in the news.

That’s why reading Google News and getting Google Alerts is so helpful

A big key with Charitable Newsjacking is that you have to take action and actually do something.

That’s why Trent shared with me his ‘Christmas Eve Marketing Strategy’ which is one of the best take action strategies I’ve ever come across.

Remember the excitement of Christmas Eve as a child when you knew you would wake up in the morning and get to open up all the Christmas presents under the tree that had your name on them?

Trent starts each morning with the same enthusiasm and excitement.

What Trent does every single night (before he goes to sleep) is send out 30-50 emails to key influencers.

These key influencers might include

Reporters at well-known media outlets like The New York Times, Forbes, Wall St Journal and so on.

Shark Tank Judges

Giant Bloggers with huge audiences

A List Celebrities

Venture Capitalists

And many more.

In each email Trent invites the person receiving it to take action.

Maybe review a product he has.

Maybe chat about a potential partnership.

Maybe feature a product Trent has.

Maybe do a news story on a product he has

And so on.

Trent finds that by sending out 30-50 emails like this every night he usually gets at least 2-3 influencers every morning who reply to his emails and offer to help him.

Trent is only 26 years old and is already a master at generating positive publicity with his ‘Charitable NewsJacking’ Strategy.

He also told me that anyone can do what he did.

The key is you have to get started.

Action Exercise:

How could you use ‘Charitable Newsjacking’ in your business?

27: Differentiate with Personal Branding

I had an interesting chat a while ago with personal branding expert Lauren Clemett http://ultimatebusinesspropellor.com/

At 8 years old Lauren was told she had 'word blindness' and would never be able to read or write properly.

Yet she went on to become a five time best-selling author and Stevie Award Winning Neurobranding expert, using her dyslexia disability as her greatest asset - to understand how the brain sees brands.

For over 25 years Lauren worked in world leading advertising agencies including Saatchi & Saatchi, Ogilvy & Mather and Clemenger BBDO.

Today Lauren has her own personal branding consultancy, the Ultimate Business Propellor http://ultimatebusinesspropellor.com/ and has created the award winning Authority Rocket program which has helped hundreds of professional services providers around the World, to become well known, well paid and wanted.

In our chat I asked Lauren to share some of her thoughts on how to use personal branding to become well known, well paid and wanted.

The first thing that Lauren told me is that "You can't help every Mary in the dairy"

You want to decide the one thing you want to become well known for and the type of ideal clients that you want to work with.

Here's a good example:

Lauren worked with a business consultant called Dianne.

Dianne originally called herself Equilibrium Business Consultants.
(So her business was about helping clients to find balance in their lives.)

Lauren helped Dianne to discover the one thing she wanted to become well known for.

They found that from an early age Dianne was fascinated with money and making profits.

For instance Dianne did a milk run when she was very young. She hated doing the work of delivering milk but loved counting the money.

Lauren rebranded Dianne's business so it is now called 'Wildfire.'

Dianne now works exclusively with wellness practitioners who want to be leaders in their field. (Dianne goes through each wellness business like a wild fire and makes it highly profitable.)

Lauren told me that the biggest thing holding people back from building a great personal brand is waiting till things are perfect.

Her big message to clients it that it doesn't have to be perfect for you to get started.

In fact, trying to make it perfect is usually a big mistake.

Example:

Lauren met someone who spent six months creating the perfect lead magnet for their business. But when they launched their lead magnet they found it didn't work. So they had wasted six months.

Contrast that with a client that Lauren worked with who was a yoga teacher.

She came up with an idea called 'Flexible Families' where she would get people together for 21 days of yoga before breakfast.

Now the 21 days yoga programme had not been created yet.

Lauren encouraged her client to post invites about her yoga programme on Social Media.

Her client was shocked when around 200 people then sent her a message saying they were keen to give her 'flexible families' programme a go and when did it start?

Lauren shared a great phrase with me about this concept of taking action.

"It doesn't have to be perfect it just has to be done."

Here are some more thoughts from Lauren on personal branding.

Personal Branding is the process of creating a specific image of yourself in the mind of your ideal client, so they can get to know, like and trust you, before they buy from you.

Your personal brand makes you stand out from a crowd of competitors.

Selling services is like selling thin air, you need to create confidence that you can deliver on what you promise, in order for you to become the trusted expert.

Personal branding goes far deeper than just your company logo and brand name.

The human brain makes decisions based on memory and emotion and a confused mind will never buy.

Packaging together all of your natural skills and talents, with a consistent message, familiar brand voice and instantly recognised style, makes it so much easier to promote your services in a way that makes sense to your target audience.

It's all about reputation, recognition and respect.

Jeff Bezos of Amazon says your personal brand is what people say about you when you are not in the room.

And it can rocket launch your business, because the best form of marketing is not what you say about yourself. It's what other people say about you.

What do you want to be recognised for being the best at?

Action Exercise:

I recommend your visit Laurens website http://ultimatebusinesspropellor.com/ for further details on how to create a memorable personal brand that will allow you to become well known, well paid and wanted.

28: Differentiate by explaining what you do in a memorable way

In March 2017 I had a heart procedure called Pulmonary Vein Isolation or PVI for short. (This was to treat a heart condition I developed at the end of 2016 called Atrial Fibrillation.)

PVI is a short operation that involved going into my heart via a vein in my leg and then making some minor alterations to part of my heart.

A few weeks before my operation I was chatting to a heart specialist who has performed over 387 of these PVI procedures.

He explained exactly what happens during the PVI procedure and the potential risks.

One of the extremely rare risks is that a hole could be cut in my Oesophagus during the PVI procedure.

If that happens “It has a 100% Non-Survival Rate” the heart specialist told me. (In other words I was guaranteed to die.)

I found the phrase “100% Non-Survival Rate” was a memorable one because it was such an interesting way of saying “You are guaranteed to die”.

Now luckily my PVI procedure went well and I didn’t die.

However the heart specialist’s words got me thinking about the topic of memorable ideas and marketing.

If you have a memorable idea about what you do in your business that makes it far easier for your clients and customers to share it with other people they know.

Here are two examples to get you thinking

“The Two Pots of Gold”

Peter Corban is a wealth management specialist with Craig Investment Partners.

https://www.craigsip.com/about-us/our-people/advisers/auckland.aspx

I was chatting to Peter recently and he was telling me about a very popular live talk he gives to groups about managing their money.

In his talk Peter introduces a concept called ‘Two Pots of Gold” and explains why both pots are important when deciding how to allocate the money you have to different types of investments.

Peter told me his 'Two Pots of Gold' idea makes his talk memorable and it also very easy for people to share with other people they know about what he does.

"Do Up or Done Up"

I read a fascinating little booklet many years ago called 'Five Steps to Sold' by Todd Yelavich www.toddyelavich.co.nz .

Todd is an award winning real estate sales professional and in his booklet he was explaining how to get the maximum price when you sell your home.

In one section of his booklet Todd was explaining how to work out what you should spend money on with regards to making your home look more attractive to a potential buyer.

Todd suggested you imagine that every house you sell is either a "Do Up or a Done Up."

In other words the house needs improvements of some sort or it does not.

If it needs improvement you have to decide what amount of money it would make sense to spend.

I found Todd's phrase of 'Do Up or Done Up' is a memorable one and here I am sharing it with my readers.

Summary:

If you can explain what you do in a way that is memorable that could make it very easy to get a lot of people to talk about your business positively to other people who they know.

Action Exercise:

What is a memorable way to explain what you do for your clients?

29: Differentiate by doing small 'nice' things

One of the things I see over and over again is the huge impact produced by doing small 'nice' things for people.

Here are two examples:

Business Example:

I received a delightful email from a client in Australia who sells contact lenses.

Here is part of what he told me in this email…

> *"I have been giving scratch and win lotto tickets to every one of my contact lens clients. I include either a hand written note or a printed letter acknowledging their value as a client and how to reach me should they have a problem. This week, a client emailed me saying that she is now referring all her friends to me. She takes customer service like mine very seriously. This tells me that people buy experiences and feelings, not just products. I have heard this line before but I truly believe it now. I want more referrals like this. It is far better than advertising. I used to think that this sort of thing took too much time but it is worth it!"*

My client has discovered is that investing a small amount of time and money to show your clients that you appreciate them pays off when you do it consistently.

Personal Example:

In early 2012 I had been rediscovering the pleasures of cycling as both a fun way to get fit and also spend more time with my wife.

On March 24, 2012, I made a dumb mistake and thought it would be okay to pedal down a very steep and winding hill three times faster than was appropriate.

The result was messy as I lost control on a sharp bend and hit a roadside bank at just over 60 kilometers an hour.

I wrote off my bike and did some rather painful damage to my own body at the same time. (3 broken ribs, a fractured scapula, a fractured clavicle and various assorted lacerations and bruises.)

I spent a few days in hospital and was sent home with a huge amount of painkillers and other drugs to help me mend my very sore body.

I was fully recovered in the next few months and I'm very grateful I didn't kill myself or have far more serious injuries coming off a bicycle at that speed.

Now here's the positive part of this story...

A few days after my accident I received a lovely little get-well card in the mail from a couple who had heard about my cycling mishap.

It was handmade and had a fun picture of a bicycle with the words 'ouchy' on it.

The get well card also had a fun little stick figure of a person with the words 'ouch' on various parts of the body and real sticking plasters attached as well.

The best part of all was the note inside the card that read...

"Dear Graham, I hope this finds you feeling better each day. Sorry to hear about your accident. Glad you are here to tell the story. Stick to the ASB Bank matey, leave all other banks alone. Take Care. Keep smiling.
Johnny & Faye*."*

What I really liked about this card was first of all it was fun.

So that cheered me up.

Secondly it was from people that I don't actually know that well.

I felt really special that they had taken the time to create this delightful little get well card and send it to me.

I think that in both business and life the small nice things that we do often have a bigger impact than we think they might have.

Action Exercise:

I invite you to do a few small nice things this week to show the important people in your life that you really do value them.

I know they will appreciate it.

30: Differentiate by focussing on a niche market

One of my favourite marketing experts is Michael Katz the owner of **Blue Penguin Development**. http://bluepenguindevelopment.com/

Michael works with businesses that are solo professionals and shared some helpful ideas a while ago on the value of focussing on a niche in your marketing.

Let me hand you over to Michael for his comments...

Do you have a favourite statistic?

I do, and here it is:

Of all American men between the ages of 20 and 40 who are at least 7 feet tall, 17 per cent are currently playing in the National Basketball Association (NBA).

That's right. If you fit this demographic, you have a better than one in six chance of being a professional basketball player, right now (and a better than one in one chance of wearing custom-made pants).

Absent that - and given that there are just 450 players in the NBA and, I don't know, 45 million American men between the ages of 20 and 40? - your odds are roughly one in 100,000.

One in six Versus one in 100,000.

I'm no Blaise Pascal, but statistically speaking, these scenarios would appear to be significantly different.

But why the disparity?

Is it because the taller you get, the more skilled you become as a basketball player?

Hardly. In fact, it's exactly the opposite. Height is such a colossal advantage in basketball that the taller you are, the *less* skilled you need to be.

Indeed, as NBA scout Ryan Blake explains in a fascinating *Sports Illustrated* article
regarding life as a 7-footer, he sets the skill hurdle for these giants just north of deceased:

"I'll check up on anyone over 7 feet that's breathing."

Chances are though, you're not 7 feet tall and you don't play professional basketball.

But wouldn't it be great if there were some similar ingredient in the world of solo professional marketing - something that, if you were to possess it, would catapult you to the front of the line and make up for your otherwise, overall, middle-of-the-pack-ness? (I mean no offense.)

Lucky for you, my unbehemoth friend, there is.

It's called a niche.

Yep, a niche.

The one factor that, like excessive height in basketball, makes up for nearly everything else.

Why? I can think of at least three reasons:

1: A niche helps people remember you.

Tell someone that you're a freelance writer and they'll smile politely.

Tell them instead that you specialise in writing white papers which is what **Gordon Graham** https://www.thatwhitepaperguy.com/ does and they'll remember you in six months when they receive one of those "Can anybody recommend someone who...?" emails.

2: A niche suggests that you are an expert.

If you only do one thing, or only focus on one type of client - or both - people naturally assume that you must be pretty good at it.

And chances are, you are pretty good at it. When you spend a lot of time going deep in one area, it's easy to stay well ahead of your jack-of-all-trades competition.

3: A niche helps you focus your marketing efforts.

If you do a lot of different types of work for a lot of different types of companies, you're essentially marketing to "Earthlings in my Hemisphere."

If you narrow your focus, on the other hand - by industry, location, type of service offered, or some other truly meaningful distinction - it becomes clear where to spend your time.

Now you know which conferences to attend, which blogs to guest post on, which LinkedIn groups to frequent, etc.

As important, since you have a tight focus, you know which of these to ignore.

Here's the bottom line.

When it comes to marketing your solo professional business, you can spend the rest of your life tweaking, polishing and incrementally improving whatever it is you're currently doing.

Or, you can take one, giant, 7-footer-sized step in the direction of narrowing your business focus.

Comment from Graham:

I saw an excellent example of the power of focussing on a niche a few years ago.

I got an email from a business coach in the United States. He told me that for the first year or two in his business he focussed on being a business coach to a wide range of businesses. Business was tough and he struggled. He then decided to focus on being a business coach to website developers only. In other words he focussed on serving a particular niche market. Within 12 months his revenues had increased 500 per cent and he discovered it was a lot easier to get new clients.

Focussing on a niche may be worth considering for your business as well.

Here are some ideas on how to focus on a niche market:

There are five steps to follow.

Step One: Choose a niche market that you want to market your business to.

Let’s say you are a house painter in Auckland.

You might like to promote your paining services to the owners of Villas in Auckland.

Step Two:

Create a helpful resource that would be of great value to your niche market.

My favourite helpful resource is a short ‘how to’ guide.

This is usually a short booklet between 16 and 28 pages long that has valuable information for your target audience.

So the house painter might create a short guide called ‘The Insiders Guide to Painting a Villa-5 critical things you need to know’.

In this guide the house painter would explain some simple steps a villa owner can take to choose a great house painter for their villa. They would also cover some things that make painting villas a bit different from other types of houses. They could also cover some common mistakes to avoid when painting a villa and so on.

In the same guide they could have some great before and after photos of villas they have painted along with positive testimonials from these clients.

Step Three:

Offer your helpful resource to your target market.

In the case of the house painter they could create an attractive one page flyer that talked about the benefits of reading the booklet 'The Insider's Guide to Painting a Villa'.

The flyer would have an image of the front cover of the booklet and might read something like this

==

Important Message about Painting Your Villa

If you are thinking of having your villa painted in the next 6-12 months don't do anything you read my helpful 20 page booklet 'The Insider's Guide to Painting a Villa-5 Critical things you need to know'.

In this free guide you will learn

-The 4 questions you should always ask to help you choose a great painter

-The 3 costly mistakes that people make when painting their villa and how to stop these mistakes costing you thousands of dollars

-The critical differences between painting a villa and other types of houses

-The 2 things that you should always do when getting quotes for painting a villa

And much more

==

By offering a guide like this you position yourself as an expert in painting villas.

And every person who orders your helpful resource is now a potential client for your villa painting services.

Step Four: Keep offering your helpful resource to your niche market.

For the example of the housepainter they could easily do a flyer drop to 100 villas a week in selected areas that they would like to do painting work in.

And then they can stay in touch and add value to all the people who order the guide turn many of them into happy paying clients.

Step Five: Change the description of what you do so it shows you are now a specialist in a niche market.

I saw a great example of this from my marketing colleague in the States Christine Clifford. http://www.christineclifford.com/

Christine's brother is a carpenter in Montana.

Several years ago when the economy was booming, he was busy working on multimillion dollar houses.

When the housing market in the United States came to a screeching halt, so did his building work.

The builders that had been contracting him to come in and work on these homes stopped calling.

Christine went to visit her brother and they drove around his community looking at these houses that he had helped to work on.

Christine quickly realised that her brother was lovingly pointing out the woodwork that he had done on these homes: shutters, decks, stair rails etc.

Then he was talking about how on the inside of each home, his speciality was hardwood floors and internal pieces of fine woodwork.

So she said to him,

You know, Greg, what you really are, is you are a master of fine woodwork.

You've been positioning yourself out there as a carpenter, and they are a dime a dozen.

So let's go home and create a simple one page flyer for you that just says, 'Greg, Master of fine woodwork' and see what happens.'

Well, you can guess what happened.

People started calling up her brother to come and do the woodwork in their home.

And since he is also a carpenter they would ask him, "By the way, now that you are in my house, I've got these doors that are broken, and the deck needs to be fixed. Can you help?"

Of course he was able to do all that work, but he was putting his resources- his time, his money, and his people-into getting the message out there that he was a 'master of fine woodwork.'

What happened to Christine's brother is his business became so successful; he had to hire people to work for him!

Promoting your business to a niche market might be worth trying in your own business as well.

Action Exercise:

Identify a niche market that you would like to promote your business to.

Create a helpful resource for this niche market and start offering it to them.

31: Differentiate with 'Positioning' so you enjoy better clients and higher fees

I had the opportunity to interview Philip Morgan.
https://philipmorganconsulting.com/

Philip is the creator of an excellent marketing resource called 'The Positioning Manual for Technical Firms'.

The Positioning Manual goes into great detail on how to develop a desirable market position for your professional services business.

But the question of *why* to do this is easily answered in just 4 words:

Better clients, higher fees

If you're used to thinking in terms of hourly, daily, or weekly rates instead of per-project fees, that's fine–the benefits of a narrow market position still apply to you.

Better clients, higher *rates*.

I asked Philip for some comments on why positioning was important for a professional services firm.

Here are some of the ideas Philip shared with me.

Alan Weiss talks about how you need to be able to answer three “why” questions before you’re ready to submit a proposal:

- Why me?
- Why now?
- Why in this manner (why do it this way vs. some other way)?

Positioning helps you answer two of those why questions powerfully.

Why me?

Because I’m the leading expert in XYZ TOPIC. Because we focus 100% on clients like you and problems like this, and we have 10 case studies of success stories in this area. Because we have created outstanding results for ***n*** other companies in your market segment, we deeply understand the challenges that companies like yours face, and we have answers that work.

Why in this manner?

Because of our focus on companies like yours, we’ve been able to develop solutions that are uniquely suited to your challenges. Because we’ve developed unique expertise in this area based on our narrow focus on companies with problems/challenges like this.

Philip notes that trying to answer these “why” questions in a one-off fashion for each proposal can be agonizing and time-consuming.

To have powerfully persuasive answers sitting at the ready is an incredible advantage, both when negotiating a project, and before that when trying to get the attention of desirable clients.

Positioning also makes your marketing and business development efforts dramatically more effective because you know who to go after in any targeted marketing efforts, and your marketing speaks more directly to their needs.

And finally, positioning helps you move out of the commodity power frame that so many generalists are stuck in. You become more able to charge premium rates and be selective about which clients you work with.

Becoming extremely specific in understanding and describing who you serve, what you can do for them, and how you do so differently than other professional services firms is a prerequisite to gaining a leadership position.

According to Philip there are three positioning strategies that a professional services firm can use:

1. Narrow Focus

2. Category Leadership

3. Category Pioneer

Each strategy is uniquely suited to a different situation, including the current position your business occupies, your tolerance for risk, and your firm's goals and maturity.

Narrow Focus Positioning Strategy:

The first positioning strategy involves narrowing your audience or market focus only.

With this strategy, your primary goal is to become known within your audience or market focus as the "go-to" firm for whatever it is you do for that audience.

So if you build websites, you want to become known as the go-to website builder for a specific audience or market segment.

Implementing this strategy involves making only one change to your current position: adding a focus on a single audience or market segment.

Your service offering stays the same at first, although you may update it later when you understand your new market/audience well enough to customize your offerings to provide them more value.

Here are a few examples of how generalist firms might look before and after implementing this narrow focus strategy:

Before: We build websites

After: We build websites for cosmetic dentists

Before: We are SEO consultants

After: We are SEO consultants for content-heavy online publications that depend heavily on ad revenue

Before: I'm a copywriter

After: I'm a copywriter for life coaches who sell their services online

The Narrow Focus strategy gets word of mouth working in your favour to lower the cost of sales.

This strategy also positions you as a group insider.

For example, instead of "web development services", you offer "web development services for cosmetic dentists."

If you and all of your marketing assets are speaking the language of cosmetic dentists, using terminology specific to their business, showing case studies or portfolio items only from other cosmetic dentists, and describing how you solve problems specific to the cosmetic dentistry business, then you have done a *lot* to increase your prospects' trust in you by making yourself "one of them".

Philip has an excellent no cost programme called The Positioning Crash Course that goes into positioning in more detail.

You can get the course at no charge by going to this link https://philipmorganconsulting.com/

Action Exercise:

How could you use positioning to get better clients and higher fees for your own business?

32: Differentiate by making your business a helpful resource

One of my favourite business writers is James Clear www.jamesclear.com

James writes about habits, personal success and motivation.

One of the things I really like about James is the huge amount of helpful resources that he offers at no charge on his website and in his regular emails.

For instance if you go to this page http://jamesclear.com/book-summaries you will see a helpful summary of dozens of different books that James has read.

Each summary starts off with a three sentence description of the book and why it is worth reading. Then it continues with an in-depth summary of each book along with many of the key ideas that James got from reading the book.

As a result of reading a few dozen of these summaries it inspired me to buy a number of the books that James had recommended.

And every book I bought has been useful.

What James has done is to position his business as a helpful resource.

This makes it very easy for a lot of people (including me) to recommend his business to other people. (Just like I am doing now in this message.)

Here's another example to get you thinking...

I received an email a few days ago from my marketing friend Bob Serling.

Here's what Bob told me in his email...

Check out this packet of free email templates my friend John Corcoran is giving away for free (before he goes back to charging $300 for them).

This includes what John calls his “magic email template” which he’s used over and over again in different industries to connect with hundreds of different influencers and VIPs over the years.

Sound too good to be true? It’s not.

These email templates were drafted by John, who is an expert at connecting with VIPs and Influencers. He literally networked his way to a job as a writer in the White House at the age of 23, even though he had no special connections and no Ivy League or advanced degree.

If sending “cold emails” to influencers and getting a positive response was a science, John would have a PhD.

Even before the White House gig, John had landed a job as an early employee of DreamWorks working for Steven Spielberg … and he’s also worked as a Speechwriter to the Governor of California and even worked with start-up entrepreneurs in the heart of Silicon Valley, right across the street from eBay.

Since then, he’s been profiled in books, written for Forbes, Entrepreneur, Business Insider, Huffington Post and other big publications, and appeared on some of the biggest iTunes top-100 podcasts like Entrepreneur on Fire, The Art of Charm, and The Art of Manliness podcast.

All because he knows how to communicate - to send emails that work. Now, you can use his actual email templates - the email templates he's used for years

Want more clients?

Need more referrals?

Looking to find investors or funding?

These emails will get you started - and help you to build relationships with the most important VIPs and Influencers in your industry.

Grab your copy here: http://smartbusinessrevolution.com/emailtemplates

I went to this link and downloaded the email templates that John was offering at no charge. I was very impressed with what I got and here I am telling you about these same templates. (Yes they are well worth getting.)

What John has done by offering these email templates is to position his business as a helpful resource.

This makes it very easy for other people to recommend his website to a lot of their own clients and contacts.

Action Exercise:

What can you offer potential clients that would position your business as a helpful resource?

When you do this well you make it very easy for a lot of people to start recommending your business to their own contacts and clients.

33: Differentiate by knowing why should people choose your business

A big challenge that many of us face in marketing is that we usually have a lot of competitors.

And the reality is that many of our competitors are very good at what they do.

In other words, potential customers have a lot of different places that they can spend their hard earned money with.

So what can you do to encourage potential customers to choose your business over many of your competitors?

One way to get people to choose your business is do things that encourage people to positively recommend your business to other people they know.

It's so much easier to make a sale to someone you have been referred to compared to someone who has been referred.

I was thinking recently about the various businesses I know that I'm happy to recommend to other people.

And I realised that I'm happy to recommend these businesses for a number of different reasons.

Reason 1: They are simply outstanding at what they do

A good example is a fish and chip shop in Whitianga that I had the pleasure of visiting again two days ago.

(For readers outside New Zealand, Whitianga is a delightful little township on the Coromandel Peninsula.)

I was in Whitianga after doing a few hours of training for an upcoming cycle event.

I went to what I consider is one of the best fish and chip shops in the country.

It is a place called 'Snapper Jacks' and I was first introduced to this shop over a year ago by a good friend who told me it was fantastic.

I tried it out for the first time and found it was truly outstanding.

So on my latest visit I ate again but this time I bought 8 cycling friends with me.

Once again my burger, fish and chips were amazing.

The burger was a beautiful sour dough roll with a huge meat patty, lovely salad and dressing. It was also a huge size and every mouthful was delicious.

The fish was fresh and tasted amazing. And the chips came in their very own white card board box and were equally as nice as the burger and fish.

All my friends enjoyed their meals as well. I'm going back to Whitianga in a few weeks for my cycle event and I'll definitely be visiting Snapper Jacks yet again.

Marketing Lesson 1:

If you are very good at what you do it makes it very easy for your clients and customers to recommend you to other people they know.

Reason 2: The business makes you feel special in the way that they treat you

Around 18 months ago I received two Gold Class Movie Gift Cards worth $100 each from Paul Vujnovich the owner of Harveys Real Estate in Te Atatu, Auckland. http://harveys.co.nz/branches/te-atatu-peninsula/

I had introduced a family member to Paul and his team and they had done a great job selling their home for an excellent price.

Paul sent me these Gold Class Movie Tickets to say thank you for the introduction.

I felt very special after receiving this unexpected gift from Paul and have already told a lot of people about my positive experience.

(Including readers like you.)

Marketing lesson 2:

When you do something unexpected to make people feel good it makes it very easy for them to positively recommend your business.

Summary:

There are many ways to get people positively recommending your business.

Two ways worth considering are -

1: Become very good at what you do

2: Make people feel special

Think about how you could use any (or both) of these strategies in your own business.

Action Exercise:

Think about your own business.

What can you do to make it easy for your clients and customers to recommend your business to other people they know?

Could you become outstanding at what you do?

Could you make people feel special and appreciated?

34: Differentiate with Superior Unexpected Customer Service

A few years ago I had the pleasure of interviewing a fascinating business person called MJ De Marco http://www.themillionairefastlane.com/

MJ told me about a clever marketing strategy he used to grow his business quickly, differentiate it from his competitors and eventually sell it a huge sum of money.

He called this strategy 'Superior Unexpected Customer Service'

With 'Superior Unexpected Customer Service' you first figure out what your customer's expectations are when they are doing business with your company.

As MJ explained 'I don't know how it is in New Zealand but here in America it is pretty bad so it doesn't take a lot to shock or wow the customer nowadays.'

So the 'Superior Unexpected Customer Service' strategy is based on figuring out what is the expectation profile of your customer is and then violating it so they have a fabulous customer service experience.

You do this to the point where they start telling a lot of other people about their remarkable experience.

MJ found that when this happens you create an exponential growth situation as your company now has customers who become disciples of your company and they start telling other people.

If a lot of customers are telling other people about your business, it also means your marketing budget can be slashed. (And this means your profitability goes up.)

MJ owned a ground transportation website called limos.com.
http://www.limos.com/

So if you needed a ground transportation service to or from the airport, maybe a night on the town you would use that site to find a particular company that matched your needs.

It was started as a directory type service a long time ago but it evolved into a lead generation service for ground transportation operators.

After a couple of years in business MJ's marketing budget for finding new customers actually went to zero.

He didn't have to pay for anything because ground transport operators were telling other people 'we are getting business from this website, you should check it out.'

On the customer end, MJ made sure his business would always answer emails not within a day but usually within 30 minutes and this would totally shock the customers.

Other times a customer or even a limo client would say 'hey you know it would be great if your website did XYZ'. And within a few hours MJ would have this new website function programmed and done.

The feedback from his clients was 'Wow!' It's great when a company listens to you and actually does something.'

This 'Superior Unexpected Customer Service' is one of the key reasons that MJ's website first of all became incredibly popular with customers looking for the limo advice or guidance on where to get a limo.

The website also started to get some very good quality leads and make an excellent profit.

So MJ was able to sell it for a large sum of money as well. (In fact he became a multi-millionaire when he did this.

I like MJ's strategy as any business can use it.

They just need to ask the question

'What's normal in our type of business in terms of customer service and how can we take like a leap ahead of that so people start talking about our business to other people that they are communicating with?'

As MJ said 'it's not that difficult and what it really boils down to is, stop treating your customers like customers and start treating them like humans.'

MJ has also written one of the most interesting business books I've ever read. It's called 'The Millionaire Fastlane' and is worth getting.

Action Exercise:

What are you going to do in your business to provide 'Superior Unexpected Customer Service' that your customers will tell a lot of other people about?

35: Differentiate by using high touch low tech marketing

Here's a simple way to get a large number of people remembering your business.

The strategy is the simple practice of sending out a small number of handwritten thank you cards on a regular basis.

This is my favourite 'low tech-high touch' marketing strategy. ('High Touch' is a phrase coined by John Nesbitt in his best-selling book Megatrends.

It means a person has an interaction in some way with a real person rather than a computer screen or voice response system.

As John pointed out 'there is no substitute for the personal touch.'

I use personalized thank you cards from a local print company.

They look good and are super affordable.

The key with thank you cards is to send out at least two each work day and have a personal handwritten message inside each one.

Here are the types of things you could say in your thank you cards when you send them out...

1: Thank you card after meeting with someone

"Hi Bob; thank you for taking the time to meet with me. I enjoyed talking with you and look forward to seeing how we can best be of service. Regards John"

Notice that this thank you card message is only a few sentences long.

One of the things I love about thank you cards is they only take a minute or two to write.

Another nice benefit of hand written thank you cards is the people you send them to will always remember you when you contact them at a later date.

(This is because hand written thank you cards are so rare to receive.)

2. Thank you card after a purchase

"Hi Bob; thank you for investing in our product or service. I know you will delighted with the benefits you receive and look forward to your positive feedback. Regards Jane."

A very common experience when you buy a product or service (particularly one that costs a lot of money) is what we call 'Buyer's Remorse".

In other words you wonder if you've made the right decision buying this product or service. A thank you card after a client purchase goes a long way toward reducing any second thoughts or doubts they may have about what they have bought.

3. Thank you card for a referral

"Hi Bob; thanks for the referral to Fred Smith. I appreciate your thoughtfulness. I'll let you know how I get on when I talk with him. Regards John."

If you want more referrals from your clients it pays to thank them whenever they give a referral to you.

4: Thank you card after a 'no'

"Hi Bob; thank you for taking the time to consider letting us be of service. I'm sorry we aren't able to be of help right now. If you need any more information please contact me. Regards Jane".

There are many people you speak with who you will not make a sale to right now.

However if you thank them for considering you, it always leaves the door open in the future to getting referrals from this person and maybe even a sale at a later date.

If you send out two thank cards each work day this is 10 a week and close to 500 thank you cards in a year.

So you are now positively influencing 500 people in a delightful 'low tech-high touch' way.

What a great way to differentiate your business from all your competitors.

Action Exercise:

Send out 2 handwritten thank you cards a day in your business for the next 90 days and notice what happens.

36: Differentiate by knowing what makes your business unique and special

One of our keys jobs in marketing is to give our potential customers good reasons to choose our business to spend money with instead of our competitors.

So it's helpful to show potential customers why our business is special and unique and the right choice to spend money with.

Start by answering four questions about your business.

1. *What things do you do in your business that your clients really love?*
2. *What do you do in your business that most other businesses in your field don't do?*
3. *How is your business positively different from other businesses like yours?*
4. *What extra things do you offer in your business that your clients love?*

As part of my research for this column I interviewed three different business owners and asked them these four questions.

Here's what I discovered when I did this.

1: The Fast Acting, Forward Thinking Accounting Firm

Jamie Tulloch is the owner of E3 Business Accountants www.e3accountants.co.nz and is one of the smartest business people I know.

When I asked Jamie these four questions he explained that their clients love the fact that they offer a fixed price quote on all accounting work – before they start the work.

Plus they lock in an agreed delivery date. (Their clients love the security and peace of mind this fixed price and guaranteed delivery date gives them.)

He told me that where they are different from other accountants is simple.

Jamie and his team see business as being like a full contact sport.

This means that business owners will get knocked around.

At some stage they will get beaten by their competitors.

Their bank will jump on them.

Their personal assets and the family home will be on the line.

And so on.

At E3 Business Accountants they understand these things and have developed strategies to help ambitious business owners get ahead despite these common challenges.

A big part of what E3 Business Accountants does is help business owners to work out their ‘end game’ in business.

(Jamie has found that businesses that don’t have a clear focus on this will often lose their way and get overtaken by ambitious competitors.)

E3 Business Accountants are also partners with The Icehouse.

So they can offer great one on one business coaching and provide access to proven programmes to help businesses grow their businesses.

2: The Caring Responsive Real Estate Professional

Shelley Grieve has worked with Bayleys Real Estate for two years and recently received an award for the top residential agent in South Auckland.

I asked Shelley why her clients loved her real estate services and how she was positively different from other real estate people.

Shelley explained that she has been a nurse for most of her life before starting in real estate.

Because of her nursing background Shelley was very comfortable dealing with all types of people and she is also very used to caring for all types of people.

Shelley has also had a lot of experience working long hours as a nurse and getting a lot of things done every work day.

So what Shelley did in her real estate business was use the same skills and things that she used as a nurse.

So she is very good at interacting with all types of people. She also genuinely cares about everyone and her clients pick this up.

Shelley also responds very fast to anything that needs doing and gets a huge amount of work accomplished every day.

Her clients love her responsive and caring nature plus her hard work on their behalf.

And as a result Shelley has done very well in the real estate field in a relatively short period of time.

Shelley told me she has also spent a lot of time learning how to get great results from online and digital marketing.

This allows her to give her clients good advice on how to get the best results from any money they invest in marketing their property.

Her clients value this helpful advice.

3: The Neuroscience Based Leadership Consultant to Larger Organisations

Graham Hart is one of the directors of Mantle one of New Zealand's leading leadership consultancies. https://mantle.co.nz/

Graham explained that one area where their business is different is that their leadership work is based on neuroscience. (In other words it's based on how our brains actually work.)

Graham commented that a lot of leadership training is actually wasted because people's heads are 'not in the game'.

So Graham and his team spend a lot of time making sure the people they work with have the right mind-set before they start helping them to learn and apply leadership skills.

Graham told me that his firm specialises in working with larger businesses and organisations with their leadership training and consulting.

(They understand how large organisations work and know how to get things done in that type of work environment.)

I really liked the way that Graham talked about leadership.

He noted that there are leadership opportunities at every level in most organisations.

Leadership is not about “rah rah follow me”.

Leadership is about lifting your head up from your work and looking at what is going on around you.

Then putting some ideas forward and working with other people to get some positive changes happening.

Graham explained that one of the key reasons they love training people in leadership is that it is very positive.

People develop greater confidence and belief in themselves and their ability to take control of their lives.

Leaders also grow other leaders. And developing leaders is also a critical strategy to help an organisation cope with the challenge of change.

Summary:

When I asked each business owner these four questions I received a huge amount of useful and interesting information about what makes their business unique and special.

When you ask these four questions about your own business you’ll soon discover a number of ways that your business is unique and special compared to your competitors.

And sharing this information with potential clients makes it more likely that some of them will choose your business to spend their money with.

Action Step:

Ask yourself these four questions.

Take some of the answers you come up with and share them with potential clients as good reasons for them to use your business.

37: Differentiate by using the Simplify Strategy

Having simple to use products and services is a great way to differentiate your business from many of your competitors.

Which is why I was delighted to read a copy of a great book by Richad Koch the best-selling author of The 80-20 Principle.

The book is called 'Simplify-how the best businesses in the world succeed' which Richard co-wrote with venture-capitalist Greg Lockwood

Let me pass you over to Richard for his comments on *why* he wrote the book…

It turns out that nearly all the great success stories of this century and the last one are stories of simplifying.

This is the secret of Ford, McDonald's, IKEA, Honda, Walt Disney, Penguin books, the Boston Consulting Group, Bain & Company, Southwest Airlines and its European imitators, Sony, Dyson, Tetra Pak, Charles Schwab, Vanguard, Apple, Amazon, Google, Facebook, and Uber.

Simplifying is the way to offer incredible value for money and so to make a market grow thousands or even millions of times.

There are two ways to simplify, as described by venture-capitalist Greg Lockwood and me in our new book Simplify.

The first we call price-simplifying.

This requires cutting the price of a product or service in half, or more – sometimes over a number of years the price can be cut to a tenth of its previous level.

If the price of a product is halved, demand doesn't double. It soars.

And if the product or service is simple enough, it can be sold everywhere around the world.

When Dick and Mac McDonald cut the price of a hamburger from 30 cents to 15 cents in 1948 – and Ray Kroc held that price constant until 1967, despite high inflation – the hamburger market exploded, so that it is now measured in billions.

Yet price-simplifying only makes financial sense if you are able to make the product simpler to make and therefore cut costs by at least half.

This is not easy.

As Oswald Spengler wrote, “the simple notions are always the most difficult.”

But it can be done – as demonstrated by Ford, McDonald’s, budget airlines, mini-steel mills, IKEA, Penguin and Kindle books, online brokerage, index funds, personal computers, and many other mega-successful ventures.

And there is a reliable method followed by nearly all price-simplifiers, which can in principle at least be applied to any product or industry.

It usually involves using radical product or service re-design, restricting variety and creating a universal product, cheaper materials, new technology in the broadest sense, massive scale, reorganizing an industry around the innovator’s business system, and co-opting customers so that they do much of the work.

Greg and I call the second and very different strategy proposition-simplifying.

Think of any Apple device – the Mac, the iPod, the iPad. Or the Google search engine, or the Uber taxi app.

Proposition-simplifying works if you can make the product a *joy to use*, because it is easier to use, more useful, and more beautiful.

As with price-simplifying, there is a common proposition-simplifying formula.

It involves hiding incredible complexity through extremely clever product design, and a relentless focus on making the product both more useful and simpler to use.

Whereas price-simplifying is all about making it simpler for the producer, proposition-simplifying is all about making it simpler for the customer.

What the Two Simplifying Strategies Have in Common:

They are different ways to provide value for money – either because the product becomes so much cheaper, or because it becomes so much better.

And one thing that we can prove is that when a product or service is radically simplified, market size mushrooms – and most market share also goes to the simplifying innovator.

The result is that market value of the simplifying firm can increase by thousands or hundreds of thousands times.

I really like the ideas in this new book by Richard and Greg and recommend you read it soon.

Another way to use the simplify strategy is to make your product or service easy to use.

Here are three examples to get you thinking

1: The easy to use car cleaning product:

A while ago one of my friends gave me a bottle of a new car cleaning product to try.

It was called Pure Wax Waterless Car Wash www.purewax.com and my friend raved about how easy it was to use. (I was a bit sceptical but based on my friends obvious enthusiasm I decided to give it a go to clean my car.)

The directions on the Pure Wax Waterless Car Wash bottle were pretty simple.

Just spray it on any part of your vehicle that you want to clean and then wipe it gently with a microfiber cloth to remove any dirt. Then buff with another microfiber cloth to make it shine.

I used Pure Wax as directed and to my surprise my car looked amazing once I had finished.

It took half the time I normally spend cleaning my car and best of all the finish on my car looked great for 3-4 weeks.

(Dirt and water just seemed to slide off the protective coating that was in the product.)

Other people that saw my car were very impressed as well.

I also discovered that the same product has many other uses including cleaning shower doors, house windows and so on. (I've tried it on a few windows in my own home and have been delighted at how well it works.)

What Pure Wax do is offer a product that is super easy to use and as a result a lot of people who use it (like my friend and now me) tell other people about how good it is.

2: Uber and other ride sharing services

Uber www.uber.com has done amazingly well around the world by making their service super simple to use.

You download the Uber app on your smart phone and book an Uber driver.

Uber's app is backed by Google, integrated into Google Maps, and available on the major smartphone platforms.

It allows customers to order a ride through their smartphone based on their location.

They can see who their driver will be, and then track the arrival of their car.

Fares are set by the user's smartphone tracking their start- and finish location, and the time the journey takes.

Other advantages include the fact that the user pays via the app, so no cash is required.

Uber is now available in over 400 cities around the world and one of the reasons it is so popular is because of how easy the service is to use.

3: The easy to use electronic newsletter

I'm a big fan of staying in touch with clients and key contacts by sharing useful ideas with these people on a regular basis.

That way clients and contacts remember you and your business positively and this stimulates a large amount of repeat and referral business.

A great way to stay in touch with large numbers of people is to use an electronic newsletter. (Or e-zine as it is commonly caused.)

Now to work well an e-zine should have helpful information, look professional and be sent regularly.

Ideally an e-zine should go out to your data base at least once a month.

(Your database should include clients, customers and other people that you have permission to email.)

There are a number of reasons that many businesses don't use an added value e-zine.

They don't have added value information to put into it

They don't have an easy way to send out their newsletter electronically

They don't have the resources in house to create a professional looking e-zine.

I was speaking recently to Lara McCormick from Newsletter Ready www.newsletterready.co.nz

This business has made creating and sending an electronic newsletter very easy to use.

Newsletter Ready will create a professional looking newsletter for any client and give them a choice of helpful added value articles to include in each issue.

They will also send it out to your own database.

All a customer does is pay a super affordable fee each month to have Newsletter Ready do this for them.

I had a look at the testimonials http://newsletterready.co.nz/testimonials/ on the website of Newsletter Ready and was very impressed.

Many of the businesses using their ready-made newsletter service are picking up new customers as a result of using the service.

And they all love how simple and easy the newsletter service is to use.

There is a huge opportunity for many of us in business to offer products and services that become super popular because they are so easy to use.

I recommend you think about how you could make some part of what you offer a lot easier to use. (It could be just what you need to boost your sales.)

Action Exercises:

What can you do to make any of your products or services a lot easier to use?

If you would like to read some examples of price simplifying and proposition simplifying go to Richards's website http://richardkoch.net/ and read the relevant issues of his excellent blog.

These are the blogs devoted to explaining in detail how to price simplify and proposition simplify.

There is also an excellent online test you can do at no charge to see if either of these strategies might be worth using in your own business

38: Differentiate by choosing your customers

Now many people don't give a lot of thought to choosing which customers they sell to.

However this one choice can have a huge impact on your sales results.

The insurance agent who become a multi-millionaire after choosing his customers to sell to.

Many years ago I had a client who had sold insurance for 30 years. This client became a multimillionaire as a result of his extraordinary sales results.

He told me that he only became amazingly successful when he made the decision that he was only going to sell insurance products to people who were aged in their forties.

He went to explain that people in their forties were often thinking about creating a nest egg for retirement. They also usually had a home and a reasonably good income and lifestyle.

Because they had a good lifestyle (and were thinking about maintaining this lifestyle after they stopped working) they were very good prospects for his insurance products.

Because they were in their forties, these clients still had around 15 years or more to create their nest egg.

This meant the insurance products he sold that had an investment element could potentially work very well for them in this time period.

Best of all, because most of his clients were aged in their forties, they were able to refer my client to many of their friends and work mates.

And many of these people were often aged in their forties. (Because most people know people who are similar to themselves in some way or another.)

Choosing who you will sell to can be as simple as asking yourself the following question:

“Who are my best customers and what do they have in common”?

Example:

A large franchise company began looking at the characteristics of their most successful franchisees, and discovered (to their surprise), that a large number of them had short haircuts.

Now that was pretty unusual; so they decided to dig a little bit deeper.

Further research revealed that the majority of these franchises (with short haircuts) came from an armed services background like the air force or army.

The reason these franchisees were so successful was because they were used to following orders from their armed services background.

So they tended to do everything they were told to do in their franchise manual and got excellent results when they did this.

The franchise company began to focus a lot more effort on getting people from the armed services into their franchise business and their sales went through the roof.

Action Exercise:
Who are your best customers and what things do they have in common?

What can you do to sell more of your products and services to people who are more like your best customers?

39: Differentiate by positioning yourself as an expert

I recommend strongly that in any business you position yourself as an expert in your field.

Example:

Many years ago I worked in a sales role for a company that designed and built business websites.

I was brand new in the field at the time and knew next to nothing about websites.

So I decided to position myself as an expert in the field as a way of making more sales.

I sat down with the owners of this company and interviewed them about the keys to success with a business website.

I asked them questions like:

-What should you do if you wanted to have a profitable website?

-What costly mistakes should you avoid?

-What were resources that would be useful to read about business websites?

-And so on.

Within a few days of doing this, I found I now knew a lot about how to create a profitable website.

I then put together a 45 minute free seminar called

'The six keys to creating a profitable website'.

I then invited a number of business people to this seminar (which I presented.)

Because I still had almost no technical knowledge about websites I kept my seminar very simple and used plain English.

To my surprise the seminars were extremely well received and people found them very useful.

(Even people who were very experienced with business websites and had used them for years.)

I ended up presenting this seminar a number of times and several of these were to very large audiences.

And the best thing was that because I had positioned myself as an expert, people automatically assumed I was one.

There are many ways to position yourself as an expert in your field...

These include:

-Tip Sheets

-Special Reports

-Educational seminars

-And many more

Another way to position yourself as an expert is to spend time every day researching and learning more about your field.

Just 10 minutes a day of reading and taking notes can give you a huge amount of knowledge in as little as six months.

Example:

I was speaking to the team of a travel insurance company a few years ago and I explained the importance of becoming an expert at what you do.

The manager (whose name was Bob) made an interesting observation.

Bob told me that a few years earlier he had become fascinated about the commercial zoning regulations in his city.

What type of business activity could you do in some areas and not others? What the different zoning regulations were and what they meant.

Now Commercial zoning regulations had no connection with the job Bob had at the time. He just became interested in how these zoning regulations really worked.

Bob explained he used to spend about ten minutes most work days reading about these commercial zoning regulations and what they meant.

He also read many of the actual zoning regulations himself and took notes as he read.

Bob told us that within six months he had become an expert on commercial zoning regulations.

He was regularly being contacted by several of the local radio stations and newspapers for his comments on commercial zoning regulations in his area. He was now regarded as an expert or authority on this topic.

(All from ten minutes a day of regular reading about commercial zoning regulations and taking notes.)

Action Exercise:
What can you do this week to position yourself as an expert to potential customers?

40: Differentiate your business with Pass On Value

One of the keys to repeat and referral sales is to get people talking positively about your business.

One strategy that you might want to consider using is POV or Pass on value.

Let me explain how POV works…

A few years ago I interviewed Dr Michael Hewitt Gleeson, best-selling author of 'WOMBAT Selling'.

Michael explained that the ideal goal in all selling is to create delighted clients who then help you to get more clients.

To do this, you need what Michael calls POV or Pass on Value.

In other words, you want to make it easy for someone to 'pass on the value' of what you offer to other people they know.

Here's a great example:

In one of his first jobs Michael sold a sales training programme called KISS - Keep it Simple Salesman.

Michael sold this programme to companies with a number of salespeople and found that he was getting three people saying 'yes' for every five sales presentations that he made.

Michael would do about three appointments a day.

He hated cold calling so he would phone people, qualify them and make an appointment to show them the programme.

Then Michael fell in love with a brand new Mercedes 280SL sports car and knew that he had to own one.

He quickly realised he needed to make at least ten sales presentations a day to get his sales target and buy the Mercedes.

The only way this was possible was if Michael cold called on a lot of businesses in the same area.

But he hated cold calling.

So Michael tried a lot of ideas and finally came up with one that had high POV and worked brilliantly.

Michel printed a little book called How to Sell without Working.

Michael would then walk into the sales manager and say 'Hi, my name is Michael and I've brought you a little gift to add to your sales library, it's a book called How to Sell without Working.' and he'd hand him the book.

Now when the person opened the book, all the pages in it were blank.

There are no words because there's no such thing as selling without working. (In other words it was a joke book.)

A lot of the time the person he was talking to would open the book, laugh loudly when saw it was blank, pick up the phone and say 'hey Jack come and have a look at this'.

And Michael has already got the POV effect working right at the beginning of his sales call.

The prospect is then happy and smiling and when he asks what the call was about, Michael would begin his sales presentation.

Once Michael realised he'd found something that got a terrific reaction when he handed over the book he was happy to work all day long making cold calls.

And the use of that simple POV idea enabled Michael to quickly buy his Mercedes 280 SL sports cars.

I saw another example of POV recently when I received an ezine from a business called Auckland Security Cameras
http://www.aucklandsecuritycameras.com/

The e-zine talked about an interesting piece of technology called ProfitCam and how it could be used by a large number of retailers to quickly improve their profit results.

ProfitCam is a very special 360 degree camera that does 3 really useful things to help.

First it counts how many customers you actually get.

Second it emails you a report broken down by weeks, days and even hours.

And third it automatically generates a ‘heat map’ showing exactly here people actually go in your shop.

A nice bonus about ProfitCam is it’s also the world’s best security camera.

So as well as measuring key numbers for your retail store it also protects against theft and shop lifting.

You can read details about Profit Cam here
http://www.aucklandsecuritycameras.com/profitcam.html

When I read about this clever piece of technology I was very impressed with what it did.

So I emailed the link to the ezine to several accounting firms that I knew.

I suggested to each accounting firm that this technology might be of interest to any retail clients that they had.

Each accounting firm that I emailed details of ProfitCam to were also very impressed with it did.

So ProfitCam has high POV (pass on value) working well for it.

My suggestion to you this week is to take a look at your business and the various products and services that you offer.

Look for ways to create high POV (Pass on Value) for what you do.

High POV is a great way to get positive publicity for many businesses and is surprisingly easy to do.

Action Exercise:

How can you create high POV for your own business this month?

41: Differentiate by using a Rolls Royce Strategy

With this strategy you position your business, product or service as being like a Rolls Royce.

In other words what you offer is expensive, exclusive and very, very good.

There are many ways you could use a Rolls Royce Marketing Strategy in your business. Here are two ideas to start you thinking

Strategy 1:

Market yourself the Rolls Royce of the XYZ industry.

I saw a great example of this when I met with Kim and Paul Buttery the owners of Prestige Home Groomers www.homegroomers.co.nz

Kim and Paul market Prestige Home Groomers as being the ‘Rolls Royce of Cleaners.’

They have been grooming new homes since 2000.

"I was part-owner of a new house building company and I always found it difficult to get good, consistent cleaners to prepare the homes for their new owners,"
Kim told me.

So Kim and Paul started their own cleaning business to solve this problem.

Kim and Paul have a very interesting business model.

They only clean brand new homes and buildings.

But they specialise in doing this one thing and do it incredibly well.

As a result they work totally different hours from normal cleaners.

They never do weekend or night work.

And the cleaning they do is enjoyable because it is all done in brand new homes and buildings.

(This makes it a lot easier to attract good staff to work for them.)

Kim and Paul have received glowing testimonials from a number of the most well-known new home builders in the country.

And have a huge amount of repeat and referral business from delighted clients.

Being the 'Rolls Royce of cleaners' is a strategy that is working very well for them.

And it's an approach you might consider taking in your own business as well.

Strategy 2:

Charge a premium price and create a unique 'experience' around what you sell.

I saw a good example of this in the book 'Business Coaching' by Steve Chandler and Sam Beckford.

Steve and Sam gave an interesting example of a business offering cheap lubes.

This type of business would normally run an advertisement in the local paper that reads something like this…

===================
Lube Master
Winter Special
Oil Change $19.95
Expires December 31
536 Smith Street
Mon-Sat 9-6
Phone 555-1234
===================

The problem with this ad is that people can get their oil changed anywhere.

So a cheap oil change is nothing special. But even if this ad actually gets a response, you will have attracted a price shopper.

And then you will have the impossible task of getting them to come back and pay regular price for future services. Good luck with that!

So how could you charge more money and offer a special experience?

As Steve and Sam explain…

Take some time and think about your ideal customer for this type of business.

What does someone with a car want more than just a cheap oil change?

There are two answers here (1) time and (2) convenience!

Remember this: Time is the new money.

According to the latest income surveys, 20 percent of the population controls 47 percent of the disposable income.

That means one out of five people have so much money to buy things with, that, relatively speaking, they're not concerned about the price at all.

These 20 percent are your ideal customers!

They will give you good profits margins and can become part of a loyal database of lifelong repeat customers.

So, here's an ad that reinvents the cheap oil change and attracts a totally different customer:

==============================
Too Busy to Change Your Oil?

We'll pick your car up, change
the oil, and we'll clean it and drop
it off to your home or office with
your favourite Starbucks beverage!
Lube Master-Executive Valet
555-2345
===============================

Who will this ad attract?

Someone who is more concerned about time than money.

Someone who sees the time spent waiting for his or her car as billable hours down the drain.

Someone who wants to golf or play with his or her kids on the weekend, rather than running errands.

That's your ideal customer!

Notice that you don't mention price in this ad however you do talk about the interesting experience that comes with this service.

(Having your car picked up, dropped back, cleaned and delivered with your favourite coffee etc.)

This is an interesting way to use a Rolls Royce type marketing strategy in a very normal business.

A Rolls Royce Marketing Strategy is something that could be worth testing in your business as well.

Action Exercise:

How could you use a Rolls Royce Marketing Strategy in your business?

42: Differentiate with Leap Frog Marketing

In leapfrog a person jumps over someone else and is now in front of them.

I believe the same concept can be used in business.

So you jump over your competitors and suddenly you are in front of them.

One way to do this is to change 'what 'you sell.

Here's a good example:

One of my favourite books on selling is "How champions sell" by Michael Baber.

(It is out of print, but you can sometimes get second hand copies from places like Amazon.)

The book is about the top 1 per cent of sales people in a wide range of industries and the specific strategies they use to do so well.

One of the sales people in this book is an insurance agent called Joe Gandolpho.

At a time when a good insurance agent would sell three or four million dollars of insurance in a year, Joe Gandolfo would regularly sell over seven hundred million dollars of insurance in a year!

The reason Joe did this, was because he changed 'what' he sold.

The average life insurance agent will sell insurance.

The "good" insurance agent will usually sell security and peace of mind.

(They sell insurance of course but they emphasise these two important benefits of life insurance.)

Joe Gandolfo initially became a "good" insurance agent by selling security and peace of mind too.

But then he decided to do something different that put him way ahead of his competitors.

He decided to sell "Tax Shelters" to higher income clients.

He packaged insurance as a component in these tax shelters but the main emphasis of what he talked about was how to legally reduce your income tax with tax shelters.

This was totally different from what most insurance sales people were doing and was responsible for him selling over seven hundred million dollars of life insurance a year for seven years in a row.

In one year Joe personally sold over a billion dollars of life insurance by this method of changing 'what' he sold and packaging it as a great idea that appealed to his target market.

Another way to leap frog over your competitors is to change 'how' you do business.

Here's a good example...

The prompt email reply:

I regularly purchase a number of services on marketing from a consultant called Bob Serling.

One of the things I love about doing business with Bob is that he always replies promptly and personally to any email I send him.

Now Bob is involved in dozens of projects with a large number of people.

Yet he still finds the time to respond quickly to all my emails.

I really appreciate this, as at least half the people I email never reply promptly. And a surprising number often don't respond at all.

Because I value Bob's promptness doing this, I have made it a habit of responding quickly when someone emails me as well.

And a lot of people have commented on how they like the way that I do this.

(This costs me nothing to do but is one way that I have leap frogged ahead of many of my competitors.)

Action Exercise:

What can you do this week to leap frog over your competitors?

43: Differentiate by making your product or service memorable and interesting

One way to do this is to come up with a one sentence description of your product or service that creates a vivid mental picture in the mind of a potential client.

Here's a good example

A while ago I met a client that was having problems selling a new software programme she had developed.

The programme was an online booking system and was aimed at businesses who sold a time based service.

So people like hairdressers, beauty therapists, tradespeople and many other businesses were potential clients for this online booking software programme.

When I first met with my client she was struggling to sell her online booking system to potential clients.

She asked if I could help.

My first step was to ask her a simple question.

What does this online booking system do from the viewpoint of the person using it?

For the next 20 minutes my client proceeded to show me all the features of her online booking system and how it worked.

At the end of her presentation I was a bit confused and I still did not understand what she was selling.

I explained that her main marketing problem was she was not able to explain quickly (in an interesting and memorable way) what she was offering to potential clients.

And if potential clients didn't understand what she was selling it made her sales job a lot harder than it needed to be.

My client hired me to come up with a memorable and interesting way to explain her software programme.

A few days later we had another meeting and I shared my ideas with her.

Here's what you sell I told her…

"You work with businesses who sell time and you sell a system that helps these businesses create up to 7 brand new revenue streams in less than 30 days."

I then showed my client a one page diagram I had created that showed what the 7 brand new revenue streams were.

I gave each revenue stream a catchy title

One revenue stream was called 'The 24 hour cash surge'.

Another revenue stream was called 'Turning lemons into lemonade'.

Another revenue stream was called 'Raising the dead'. And so on.

I had a short explanation of each revenue stream and how it worked.

The 'Turning lemons into lemonade' revenue stream was for the situation where a client cancelled an appointment at short notice.

One of the features of the online booking software that my client offered was that you could text any of your clients a short message.

So if there was an unexpected cancellation you could text clients who might want to have an appointment at short notice and give them an attractive reason to book this appointment with you.

This was your 'lemon' of a cancelled booking could be turned into the 'lemonade' of someone else coming and paying for that cancelled booking.

My client got really excited about what she was selling once I gave her a new viewpoint on the benefits of what she was offering her clients.

And the same concept can be applied to a range of other products and services as well.

Take Action:

Take a good look at the benefits of the products and services that you sell.

Brainstorm with your business colleagues and see if you can come up with a one sentence description of what you offer that is both interesting and memorable

44: Differentiate by using new ways to attract customers

There are all sorts of things you can do to attract new customers that many of your competitors are not using.

The 'Invitation Only' Dentist:

There is a most unusual Australian dentist called Paddi Lund.

Paddi pulled down all his signs, locked his front door, took his name out of the phone book, and "fired" half his customers.

Yet Paddi now works only 22 hours per week, earns 3½ times as much money as the average dentist and loves going to work.

One of the interesting things about Paddi's dental practice is his closed door dental policy.

This means he only accepts as new dental clients, someone who has been referred by one of his existing clients.

So his dental practice has an unlisted phone number.

You become a client 'by invitation only'.

Paddi has created an interesting resource he calls his 'Welcome book" which explains in great detail his special way of doing business.

When potential clients read his welcome book they understand very clearly what is special about the way Paddi does business.

Some people who read his welcome book like what he does and they become clients. Others can see that Paddi's approach is not for them.

Paddi's story is a great example of what is possible when you choose the strategy you will use to attract new customers.

Sometimes just changing your strategy for attracting new customers can make all the difference to your sales results.

Example:

I have a very successful client who relocates homes for his clients.

I recommended that he use a simple special report marketing strategy to attract new prospects that he could then discuss his home relocation services with.

My client decided to use this strategy and has had extraordinary results with this one strategy.

Here's what he had to say.

"Graham your marketing strategies have been the most profitable things we've ever done to create new business. We had them up and working for us in just under two weeks. In the last eight years we have generated over eight million dollars of new sales since we began using them. Thanks again." **Grant Laing**

New clients for a bank:

A major bank used speed in a very creative way to attract new clients. They did a series of marketing campaigns that guaranteed to new clients that they would never have to wait in line at a bank branch for more than 5 minutes.

If a customer did have to wait more than 5 minutes in a line; the bank would give them free bank fees for a year.

A large number of new clients liked the idea of not having to wait in a line for more than 5 minutes; so they opened new accounts.

The interesting thing here; is that the bank had carefully measured the time their clients actually stood in a line while waiting for a bank teller.

They had discovered that 95% of the time it was under 5 minutes. It just seemed longer than that to the people that were waiting.

A fun competition for a hardware store:

A hardware shop increased the number of people coming into their store with a creative strategy.

They put up a big sign in their window that said:

"We guarantee that if you come into our store one of our people will professionally greet and welcome you within 20 seconds. If they don't we will give you $50.00 of hardware of your choice free"

People would walk down the street and read this sign.

They would then mentally say to themselves “That sounds interesting; I think I will check it out. So they would walk inside the hardware store.

The store had a bell and buzzer on their door that sounded as soon as you went in.

One of their salespeople would excuse themselves if they were dealing with a customer by saying something like "Can you just excuse me for 10 seconds" & then walk over to the person and welcome them to the store.

"Thank you for coming in today, I'm just with someone else so please free to look around. I'll be with you in a moment"

This way the customer was always greeted professionally within 20 seconds of walking in to the shop.

Now once the people were in the shop guess what many did? That's right they said to themselves, “Well now that I'm here what can I buy that I might need?” Sales increased dramatically.

Action Exercise:

What strategies to attract new clients are you *not using* right now?

Which of these strategies can you try this month?

45: Differentiate with a great follow up system

The good news (for your business) is that very few businesses have a great follow-up system for their clients or customers.

They are not in touch that often with an added value communication.
Many times they never stay in touch.

(Trades people for example are usually terrible at staying in touch with their clients.)

The reason this is good news, is that because good follow-up is so rare, you will often gain an unfair advantage by doing it.

You could use this idea of a great follow-up system by putting into place a great follow up system in just one part of your business to start with.

Example:

I deal with a number of accountants and will occasionally recommend a new client to some of them.

One of the accountants I deal with called Peter has put a great follow up system in place.

Whenever I give him a new client, Peter sends me a hand written thank you card note thanking me for the new client I have introduced to him.

He also encloses a $50 voucher that I can use at any Westfield Shopping Mall in the country.

Every time I send Peter a new client, I get another thank you card and a $50 Westfield Voucher.

I continue to give Peter new accounting clients whenever I can.

Action Exercise:

Write down five ways you could use a great follow-up system in your business. Which of these ideas could you test in a small way?

46: Differentiate your business with positive testimonials.

This is one of the most effective and profitable marketing strategies you can use in any business.

The surprising news is that less than 5% of business people use positive testimonials in their marketing.

The reason this is surprising is because of what I call the McGregor Marketing Rule of Ten.

The McGregor Marketing Rule of Ten:
What other people say about you, your company, your products and services is at least ten times more credible than anything you can say on your own behalf:

The McGregor Marketing Rule of Ten explains why positive testimonials work so well...
In any positive testimonial it's your customers and clients who are saying how wonderful your products and services are and not you saying these things...

(And that makes all the difference in the world.)

-If you say it, potential clients and customers will tend to doubt what you say.

-If your existing customers say it, the same thing is far more believable.

Take a moment or two and think about all the marketing you currently do for the products and services your business sells.

Who is saying positive things about you in all your marketing material? Is it you or your happy clients?

If it's your happy clients saying positive things about your products and services you are far more likely to make a sale than if it's you saying the same things.

Many customers have an unspoken question:
The question is 'Who else has purchased this product or service and what happened when they did?'

When you can show these people PROOF that other people similar to them have purchased your product or service and enjoyed some wonderful benefits you will increase your chances of making a sale.

And positive testimonials from clients who have enjoyed some great benefits after buying your product or service answer nicely this unspoken question.

Look at how effective these testimonials are from two of my clients for instance.

"Graham, I am delighted with the wonderful sales results I achieved from using just two of your marketing strategies. The end result was over $137,000 of brand new business within a few short weeks. I would never have thought that such simple strategies would have worked so well to increase my sales."

Doug Callander Speaker, trainer, consultant

"Graham, I love your marketing strategies and ideas because some of them produce instant results. One simple strategy you told me to do hit me like a thunderbolt. It took two minutes for me to put that idea into action and once I had done that I banked an extra $10,500 almost instantly. Not only that - the one idea you gave me I am using time and time again to bring in extra cash that I would never have had if it were not for you."

Tom Poland Business Strategist

Action Exercise:

I recommend you use positive client testimonials in all your marketing.

Put them on your website, use them in all your printed material and show them in all your presentations.

47: Differentiate by focussing on your most valuable marketing asset

Many years ago I received a letter from an unhappy client named Stephen.

His letter started off by saying 'Don't you like me?'

It went on to explain that Stephen had spent a lot of money on an expensive product and that he was delighted with his purchase.

But he hadn't heard from me for over a year and was wondering if I didn't like him anymore.

He told me I was making a big mistake by not staying in touch. (As a happy client like him could easily give me a lot of repeat and referral business.)

I was embarrassed to read Stephen's letter because I realised I had ignored the most valuable marketing asset we all have in any business.

And that asset is the group of people who know, like and trust your business and are happy to have you contact them on a regular basis.

After reading Stephen's letter I changed my marketing approach.

I decided that my new marketing goal was not just to make sales.

Instead it was to build a 'community' of people, who knew, liked and trusted me and were willing to have me contact them on a regular basis.

So I made up a list of three groups of people.

Past and present clients (like Stephen.)

Potential clients that I had sent some information to.

And centres of influence who knew me in some way. (A centre of influence is someone who can potentially refer you to large numbers of people they know.)

Every month I started sending each person on these lists something that I thought would 'add value' to them. (I picked different things for each person.)

One month I sent out a free $1 scratch and win lotto ticket. Along with a short note saying I was giving them a fun opportunity to win up to $10,000 in 30 seconds. I also mentioned that I appreciated their past business or interest in what I was selling.

Another month every paid client got an unexpected double movie pass along with a short note thanking them for their business.

I started writing a motivational newsletter with helpful articles on goal setting, time management and positive attitude.

I sent this to everyone on my list.

I began to look for helpful business improvement articles and sent these to clients who owned a business.

Keep in mind that the product I was selling at the time had nothing to do with the added value material that I was sending out to these people.

I sent it out because my goal was to build a community of people who knew, liked and trusted me and were happy to have me contact them regularly.

Within six months positive things started happening.

I began getting some nice referrals from the people I was adding value to.

Within twelve months Stephen had contacted me again.

This time he told me was delighted with what I was doing for him as it made him feel valued and important.

A short time later he made a repeat purchase and referred me to a family member who also spent a substantial amount of money.

Within 2 years around 80% of my business was coming from my loyal 'community' of people who I was regularly in touch with and adding value to.

A loyal group of people who know, like and trust you takes time to develop. It could also become the most valuable marketing asset you have.

Action Exercise:

What can you do this week to start building a loyal group of people who know, like and trust your business?

How can you 'add value' so they are willing to let you contact them on a regular basis?

48: Differentiate by using Appreciation Marketing

There is a commonly quoted statistic that says up to 68 per cent of customers who stop buying from a business do so because they don't feel appreciated or valued by the people in that business.

In other words we never told our customers that we cared about them or that they were important to us.

Or we forgot to say 'Thank you' and "Please come back and shop with us again."

The solution is to use appreciation marketing on a regular basis.

There are many ways to use appreciation marketing, so here are three examples to stimulate your thinking.

Example 1:

I purchased a duvet for my bed from a shop that sold bedroom furniture and linen. As I paid for it the sales lady who served me stopped and carefully passed me the duvet. "This is one of the most popular duvet's we sell" she said. "You will sleep like a baby with it. Thank you for your business".

This made a big impression on me as I was told I had made a good purchase and thanked for my business.

I felt great about my purchase and valued as a customer.

Cost to the business to do this.

Nothing.

Example 2:

I bought a new car from a car dealership many years ago and three weeks after my purchase I got a lovely letter in the mail. The letter thanked me for my purchase and enclosed a double movie pass with the compliments of the car dealer. It was their way of saying 'thank you' for my business.

I was amazed at this unexpected gift. I told hundreds of business people about my delightful experience and over the next five years purchased two more cars from this firm.

Cost to the business to do this.

Less than $30.

Example 3: The highest volume retailer of premium cigars in the United States is a company called Two Guys Smoke Shop.

I interviewed the owner Dave Garofalo and asked him for the secret to his amazing sales results.

His answer shocked me.

Dave's number one sales strategy is to hold a customer appreciation dinner once a year.

But this customer dinner is very different.

Dave makes it such an amazing event that tickets to this dinner are super popular.

(His customers do pay to attend this dinner and tickets are strictly limited.)

Dave flies in celebrities to entertain his customers and he also gives away amazing door prizes.

One year he gave away a brand new silver Rolls Royce with 25 solid silver ingots in the trunk to one of the customers at his annual dinner event.

(It was the silver anniversary of his business.)

Cost to Dave to present an outrageous event like this.

Surprisingly low as he gets many of his suppliers to contribute toward the costs.

Action Exercise:

Appreciation marketing works like magic to make customers feel valued and special.

How could you use it in your business?

49: Differentiate by creating customers for life

A while ago I chatted with sales training expert Tessa Stowe.

Tessa is an evangelist on creating customers for life and she gave me some great ideas on how to create customers for life and why this was so important in business.

The first step is to work out the lifetime value of any new customer for your business.

"Customer Lifetime Value" is the total amount of money that a customer will spend with you or your organisation over the time frame they continue to spend money on your products or services.

Here are two examples of Customer Lifetime Value:

1: I have worked with a number of real estate sales professionals.

They tell me the average person buys a new home about every 6 years.

So over a 20 year period they could buy around three or more homes.

If the average real estate commission is say $10,000 it means the lifetime value of a customer for a real estate person could easily be $30,000 or more over 20 years.

2: I spoke with an accountant recently who told me their average client spends $2,000 a year on accounting fees and stays with them for at least ten years.

So the customer lifetime value of each of their accounting clients is around $20,000.

What is the lifetime value of your own customers?

Tessa explained that you also must have a mindset of wanting to create customers for life.

This means that when you go through the sales process just ask yourself: "will this action that I'm about to take create a customer for life?"

If it won't create a customer for life, don't do it.

A common mistake is forgetting about the long term value of a customer and just going for a quick sale initially.

This short term thinking can be very costly.

I read a very interesting message about this mistake from best-selling author and speaker Robin Sharma.

As Robin explained:

"I recently used a graphics design firm to create a new brochure for a leadership seminar I was to deliver to a group of investment advisors.

While the quality of the brochure was excellent, the agency charged me triple the going rate for the work they did. I quietly paid the invoice but vowed never to do business with that company again. Had these people not been so consumed with making a profit from me on the first transaction and, instead, sincerely committed themselves to building a long-term relationship by treating me well and delivering far more value than I had any right to expect, they just might have had a customer for life. Had these people taken the time to reflect on the fundamentals, they would have realized that someone such as me, who spends his life as an author and speaker, would generate significant amounts of profit over the long term not to mention the goodwill I would generate for them by telling every one of my colleagues of their high quality services."

This short term thinking to get a onetime sale effectively cost the graphics design firm a small fortune in ongoing repeat and referral business from Robin.

Action Exercise:

A useful starting point is to ask you and the people in your organisation the question

"What can we do in our business that would create customers for life?"

And then put into action some of the ideas you come up with.

50: Differentiate with positive media publicity

I had my first taste of the benefits of media publicity way back in May, 2011.

That was when I had my first marketing column published by the largest newspaper in the country. (The New Zealand Herald.)

My first column was popular with readers so the business editor agreed to publish a second, third and fourth marketing column from me.

I then began writing a weekly marketing column and over the next 7 years I had over 300 weekly marketing columns published in the New Zealand Herald newspaper.

As a result of my media exposure in the New Zealand Herald I attracted a huge number of brand new marketing clients, grew my subscriber list massively and gained instant credibility as a marketing expert.

There are a lot of benefits from getting media exposure for your business and the good news is that it is actually a lot easier to get this media publicity than you might think it is.

Let’s take a look at some simple things you can do to create great media publicity for your own business.

Media Publicity Strategy 1: Use HARO and Source Bottle

A few years ago I interviewed publicity expert Bill Harrison.

Bill and his brother Steve have helped over 12,000 entrepreneurs and authors get free publicity on radio and TV shows as well as magazines, newspapers and online.

Bill explained that the media is always looking for entertainment and high quality content for their audiences.

And a lot of the things that you take for granted in your business can make a good media story if you package it the right way.

Bill told me that the single best time to get publicity is when a journalist has already decided they are writing a story about your particular topic.

And right now they are eagerly seeking out sources to help them with that story.

Years ago Bill's business was on the front page of *Investor's Business Daily* (a large newspaper in the United States) because the reporter had already decided he was going to do a story about TV publicity.

So he sought Bill and Steve out and interviewed them because they had helped thousands of people get on radio and TV shows.

He ended up mentioning one of their products in the story and they got a ton of business from it.

The lesson here is 'be available' when the media is looking for information on your topic.

That’s why you should use HARO and Source Bottle to identify helpful media opportunities.

Help a Reporter Out (HARO) www.helpareporterout.com

Sourcebottle www.sourcebottle.com

Both these sites are free to use and send out messages every day about media opportunities.

In other words they have journalists and other people in the media inviting people to participate in a specific media opportunity.

This might be an interview on radio or TV, an article in a newspaper or magazine and so on.

If you then respond in the right way to the media opportunities that are a good fit for your type of business you can often get some excellent media publicity at no cost.

Action Exercise:

Enrol as a media source on both HARO and Source Bottle.

Media Publicity Strategy 2: Respond fast to media opportunities

Maryanne Parker http://www.manorofmanners.com is an international business, social and youth etiquette consultant, situated in San Diego, CA.

Maryanne uses HARO all the time and as a result has been featured in dozens of publications such as:Martha Stewart Weddings, USA Today, Chicago Tribune, The Daily Meal, Southern Living, Reader Digest, and many others.

Maryanne is registered on HARO and receive HARO notifications of media opportunities.

As soon as she gets a HARO e-mail and recognizes something regarding her industry,she replies to the media request immediately.

If you are not first you are last is her motto.

So as soon as Maryanne get the e-mail and she recognize something regarding her industry, she will reply.

She answers the query promptly and in general gives the journalist what he/she is looking for.

If you think your answer might be helpful for the audience, but you are in a different industry, simply send an e-mail with a question if they will accept your answers even if you do not match the requirements.

Do not pick and choose publications based on the size of their audience.

Everything matters and everything adds up. As many publications the better.

After featuring in one publication regarding Funeral Etiquette Maryanne was contacted by a reader and that led to her debut in Martha Stewart Wedding.

People pay a lot of money to PR agencies to be featured in Martha Stewart Weddings and Maryanne was featured in it for FREE.

If you get featured, always send an e-mail to the contributor for the feature because gratitude is crucial in building positive relationships with people.

Action Exercise:

Read at least 10 media queries this week from HARO and Source Bottle and respond to at least one of them that you think is a good fit for you.

Media Publicity Strategy 3: Approach the media at the right time

Another way to get media publicity is to think about when your topic normally comes up in the news and be prepared to pitch the media at these times. doing stories around the holiday season about tips for eating healthier.

They also do a lot of stories in early January on dieting because early January is the peak dieting season.

It also pays to be prepared to tie in with 'one off' news events.

A dog trainer has set up Google alerts that tell him when there is a news story about a dog biting a child.

He then contacts the media outlet that ran the story and asks them if they would like to run a follow up story on how people can avoid these tragedies and protect their children.

He's gotten some great publicity by doing this. (And he's providing a valuable service at the same time.)

Action Exercise:

What one off news events could be relevant to your business getting publicity?

Media Publicity Strategy 4: Make your business media friendly

Dean Salakas is the Chief Party Dude at The Party People
http://www.thepartypeople.com.au/

The business is now Australia's market leader for party supplies online and also operates the largest party store in Australia.

Dean has appeared on many high profile TV and in dozens of newspapers and magazines as well.

Dean said that one of the most important things to get positive media publicity is to make your business media friendly.

What this means is add a lot of detail that will be of interest to the media on your website about us page.

If you go to the ‘about us’ page for The Party People

http://www.thepartypeople.com.au/about-the-party-people

You will see it covers a lot of information about the business. Including a detailed listing of all the times they have appeared in various media outlets.

By having a detailed about us page you make it easier for a journalist or someone else in the media to potentially feature your business in a story they are doing.

One of the things that makes their ‘about us’ page useful to the media is a section called ‘Interesting Stats about The Party People’

Here is what it says…

Interesting Stats About The Party People;

-More than 25,000 products lines on range.
-Serviced more than 545,000 parties.
-Sold more than 4.6 million party supplies.

-A customer buys something approximately every 9 seconds.
-Trading for over 30 years and counting.
-ThePartyPeople.com.au is the most visited party supplies store online (according to www.experian.com) with over 1.7 million unique visitors a year.
-The Drummoyne Store is Australia's Largest Party Store with more than 1700 square meters of party!
-The Drummoyne Store is the largest retail store of costumes for sale in Australia.

Action Exercise:

Read the ‘about us’ page for The Party People

What ideas could you use to make your own business more media friendly?

Media Publicity Strategy 5: Have an interesting story to tell the media

Cristian Rennella is the CEO & CoFounder of travel comparison site oMelhorTrato.com https://www.omelhortrato.com/

Cristian found that the best way to get free media publicity for his business was sharing the successes and mistakes that they were making as they created and grew their company.

His company currently has over 134 employees and over 21 million users in South America.

For example, in FastCompany Magazine he shared How our company stopped using emails internally to be more efficient:

https://www.fastcompany.com/3035927/inside-the-company-that-got-rid-of-email

Banning internal email was a really interesting story which made it easy to get media coverage.

And many businesses can do something similar by figuring out an interesting story about what they have learned in their own business.

Cristian shared with me the steps he used to identify and find the reporters in well known publications who would write about his company.

To get featured in Fast Company Cristian followed these steps:

1) He did research (Google) about articles that have been written about the subject (emails, work-life balance, interruptions, etc).

2) He found a couple of journalists. In this case, one was Rebecca Greenfield.

3) He used tools like https://hunter.io to get the email address.

4) He wrote a personal and direct short email (no more than 2 paragraphs) sharing his experiences and the results.

Here is the actual email that Cristian sent…

==

Why and How we removed emails at our company

Hi Rebecca, good morning.

Two years ago, we decided to stop working with internal emails in our company.

With this new habit, we grow our revenue by 204% with 34 employees.

We believe in our heart that with all the existing technology, we all deserve a new way of living: more efficient work should be done with less interruptions (emails and also in the future meetings) and more time should be spent with the ones that we love! (wife / husband and kids).

I would love to share my experience with the world, especially, the startup and small business world.

Of course, if you think Rebecca that this issue could be helpful for others.

Hope you have a great day Rebecca,

Cristian.

==

5) He then did a phone interview and got an excellent write up in Fast Magazine.

Cristian found that around 5% of journalists responded to this approach.

Which meant he got some nice media publicity for his business at least once for every 20 emails that he sent out.

Action Exercise:

What is something about your business that would make an interesting story for the media?

Media Publicity Strategy 6: Make your Press Releases stand out

Jess Todtfeld www.SuccessInMedia.com is a former television producer, bestselling author, and runs a media training company helping people all over the world get noticed in a big way.

When Jess wrote a new book he used his media strategies to do 112 radio station interviews in 24 hours and set a Guinness World record in the process.

Jess has a proven system to get his press releases noticed by journalists and other media people.

He addresses the person by their first name then writes one to two sentences steering the media person to his press release.

Here's an example:

Mary,Thought you could use this end-of-year story. Would the
story below work for your show?—Jess
Jess Todtfeld
Success In Media, Inc
www.SuccessInMedia.com
===
ATTENTION GRABBING PRESS RELEASE HERE –

This will have an ENTICING HEADLINE along with…

* Point of View
* Opinions
* Highlight the best of what you have
* Highlight what they'd likely use
*Add short bio.
*Add links to longer bio/YouTube videos/other supporting documentation.
*CONTACT INFORMATION including cell phone.

*No attachments. (That's like a job applicant sending a resume and salary info when you never even told them you were hiring.)

Jess had some more great tips on making your press releases stand out.

Imagine a newspaper with no headlines--Pretty boring right?

Now take a look at your press release.

Does it have a headline?
Is it as large as a headline?
Would you read the story that it is pointing to?

Look through a few popular newspapers and notice how they get their headlines to be tighter and tighter.

See how they weave in emotion.

Notice how they can compel you to read the story.

That's what you need to learn and practice in your press releases.

Include words that are filled with emotion. "Finding Love at Work" or "What is in Your Medicine Cabinet Could Kill You!" or "Most People Miss Out On the #1 Tax Tip to Increase Your Income by 25%."

All of these "teasers" strike people on an emotional level.

How could you do this with your topic?

Benefits are also very important when selling an idea.

Taking the last teaser about saving on your money on your taxes, the benefits on your press materials could look like this:

This one little change can help your audience (or readers) to . . .

* Keep much, much more of what they earn
* Get paid to go to school
* Take tax-free vacations!

Did you notice how the bullet points above made you want to ask the question, how?

That's the type of thing you want to do to make your press releases stand out.

Action Exercise:

Write a press release and send it to 2-3 media outlets this week.

The more press releases you write and send the better you will get at it.

Media Publicity Strategy 7: Focus on adding value to journalists

A good example of adding value to journalists is from PR expert Alison Bach. https://weareampersand.com.au/

Commenting on journalist articles:

Find the journalists who are already writing about your industry, and make the effort to connect with them in a meaningful way that adds value.

There's nothing worse than getting the standard LinkedIn "Please add me to your network" message from someone you don't know, so make your connection request relevant to them.

Alison likes to mention a recent article of theirs that she has read, and tell them what she enjoyed about it – it shows that you're taking an interest in their work, before you even think about pitching your own story.

As an example, Alison read a great article that was highly relevant to an industry that her firm were trying to gain PR traction in.

She shared the article on her own personal and business social media channels with a caption about why she enjoyed it, tagged in the journalist, and actually received a LinkedIn request direct from the journalist!

This resulted in some great coverage for Alison's client, and also resulted in her own business being featured in The Huffington Post.

Here's another example of adding value to journalists:

It's from Dean Salakas the Chief Party Dude at The Party People http://www.thepartypeople.com.au/

Here's what Dean told me in an interview…

"I have often called a radio station after hearing about something their doing that I can help with. For example I heard on radio that the station was hosting a party for fans and so I offered to decorate it for them for free and now I have a great relationship with them so they think of me each time they need something."

Action Exercise:

How can you add value to journalists who can potentially give your business some media publicity?

Media Publicity Strategy 8: Create an easy to share Infographic

A pharmacist in the United Kingdom released an Infographic that explained what happens to your body one hour after drinking a can of coke.

https://therenegadepharmacist.com/what-happens-one-hour-after-drinking-a-can-of-coke/

Within a few days, this Infographic had been shared in hundreds of major media publications around the world.

And thousands of people also shared the Infographic using social media.

The pharmacist got a huge number of people to visit his website and created valuable publicity around the world for his business.

Information graphics or Infographics are graphic visual representations of information, data or knowledge.

I saw a great example of a helpful Infographic on an event planning website.

When planning an event, one of the greatest difficulties is making sure there will be enough food for all the guests.

So on this event planning website they offer a helpful Infographic that illustrates the different cake shapes and the number of servings each cake will yield.

The cake shapes are all instantly recognisable and make it very easy for a potential client to choose one cake over another.

This helpful Infographic takes away one of the stresses in planning an event and makes it easy to choose something like the best cakes to include in the food part of the event planning.

And could be an interesting Infographic for a media story about things like wedding cakes etc.

Action Exercise:

What type of useful information could you share in a helpful Infographic for your business?

Which media outlets could potentially find this Infographic useful?

Media Publicity Strategy 9: Partner with a charity

I received this PR idea from Rafe Gomez the co-owner of VC Inc. Marketing.

A creative and socially responsible way to generate media coverage for a retail business (including a restaurant, bar/tavern, coffee shop, etc.) is to partner with a local non-profit or charitable organization and schedule a day to earmark a portion of sales as a donation to the organization.

The fundraising event can be promoted - for free - via local newspapers and websites as well as the social media channels and email databases of the partner organization.

This idea not only delivers a new stream of revenue for the partner organization, it also positions the retail business as a valuable and contributing member of the community, builds awareness of the retailer in the marketplace, ramps up the search rank for the retailer, boosts the retailer's incoming foot traffic, and delivers an edge over the retailer's competitors.

This same idea could easily be adapted to many non-retail businesses as well.

You might set aside a one month period where a portion of all sales of your XYZ product or service would be donated to a certain charity that you really liked.

A very successful telemarketing business I was working for many years ago sold booklets of discount vouchers to members of the public.

They always donated money from every voucher booklet sale to a local charity and this generated positive publicity for both their own business and the charity they were supporting.

Action Exercise:

How could you partner with a local charity to get some positive media coverage?

Media Publicity Strategy 10: Know what the media are looking for

When I interviewed publicity expert Bill Harrison he told me something interesting about the media.

He said that the media is not interested in giving your business free publicity.

What the media wants, the media cares about is providing high quality content and entertainment to their audiences to keep their ad rates high.

In other words media outlets care about growing the size of their audience so that advertisers will pay good money to reach this audience.

When I was writing a weekly column for the New Zealand Herald Newspaper I noticed that in most of my columns (which were all published online) there was an advertisement that some business or organisation had paid good money for.

So because my marketing columns were reasonably popular with a small business audience they became a new source of advertising revenue for the newspaper I was writing them for.

So first of all remember what the media want when approaching them about publicity.

And show them how a story about your business or what you do can help benefit the audience of the media outlet.

Something else you want to do is to tailor your media requests to fit the media outlet you are hoping to get some publicity from.

Here's a good example:

Jason Hanson is a former CIA Officer and has a survival training business and a marketing business.

He has enjoyed massive amounts of free media publicity and one of his specialities is getting featured on TV shows.

He wrote an excellent book called The Celebrity Method which goes into great detail on how to do this.

One of his strategies to get featured on dozens of TV shows is his duct tape escape trick.

In around 2 seconds he shows a TV audience how they can escape if their hands are tied in front of them using duct tape.

This duct tape escape is highly entertaining and because TV is a visual medium it goes down well for any TV audience.

So Jason tailored his publicity requests for TV to make them fit that type of media.

It's helpful to tailor your media requests for other types of media as well.

When I began writing a weekly marketing column for a newspaper I focussed on making sure they were a good match for the type of articles they had already published by the newspaper.

So to start with, all my columns were 600 words or less. They had an interesting headline and were very easy to read.

This matched exactly the type of articles the newspaper had already published and made it much easier for the newspaper to say 'yes' to publishing my articles as well.

Action Exercise:

How can you tailor your media publicity requests to suit a particular media outlet?

Media Publicity Strategy 11: Ask for help

A few years ago I had my first marketing column published in the largest newspaper in the country.

The article was all about asking for help from experts and how generous many of these experts were at giving you helpful advice.

It's the same with getting media publicity.

If you ask the right people for help it is amazing what can happen.

In fact asking for help was how I was able to get published in this newspaper which created some terrific media publicity for me.

Here's what I did.

First of all I decided I wanted to get published in this newspaper.

I then looked online to see if this newspaper had published any articles on marketing or advertising.

I discovered that one person had written half a dozen articles on practical advertising strategies. He was the owner of a local advertising agency.

I read all of his advertising articles and found a few that I really liked.

I then emailed this person and told him what I really liked one of his articles and what I found most helpful from it.

He kindly emailed me back thanking me for my positive feedback.

I then emailed this person and offered to take him out for coffee in exchange for a few ideas on how to approach the newspaper about writing an article on marketing.

I also said I had a couple of clients who could potentially be interested in using his advertising services. And I would love to share these referrals at our coffee meeting.

We met for coffee and I shared the referrals and we had a good chat.

When I asked for some tips on how to get the newspaper interested in publishing a column by me this person said he would approach them on my behalf.

He showed me how to write a proposal for an article and within a few days this proposal was accepted by the newspaper and I was off and running.

All from asking for some help.

Action Exercise:

Find a media outlet that you would like to get featured in.

Identify someone who has already been featured in this media outlet and approach them in an added value way.

Then at the appropriate time ask for some tips on how you might get your business featured in this media outlet as well.

(You'll be surprised at how often people will give you help when you ask for it.)

Action Exercise:

Look over these 11 media publicity strategies.

Which ones will you use this month?

Remember that media publicity is a great way to differentiate your business from all your competitors.

51: Differentiate by Humanising your marketing

One of my favourite copywriting experts is my good friend Troy White in Calgary, Canada.

Troy is a big fan of getting his clients to 'humanize' their marketing.

He told me that when you can get a business owner to share a little bit of their personal side, where they came from, a little bit about their family, their kids, their spouses, their background, their failures and successes, likes and dislikes and you package this into their marketing material, it becomes very compelling.

Troy gave a great example of humanizing their marketing in a business called 'Catch a Piece of Maine'.

Two young guys have built this amazing business around the personalities of the real people involved in catching lobsters.

In this business one of the main things they sell is high end memberships into a lobster club.

And when you get your shipment of lobsters, it comes with a special DVD.
On the DVD is the video of your very own lobsterman.

Yes, you get your own dedicated lobsterman, you know his name, you know his cell-phone number and you know his email address and his blog.

He's actually taking a video of himself, he's talking to you, mentioning your name and showing you 'Graham, here is how we catch the lobsters, here's how we pull them out of the trap' etc.

So you get the personalized DVD with your order.

Troy told me that his father-in-law's birthday was coming up, and while he was not buying him a $3,000 lobster membership for his birthday, he was buying another service this same business offers.

With this service, they have this bundle of lobsters and it's for two. You get your lobsters and you get some side dishes and desserts. This gets shipped anywhere you want them to ship it. So his father in law will get this cooler with live lobsters in it, and in it there will be a picture of his lobsterman catching his lobster, holding a sign that will say 'Bob, Happy Birthday'.

The good thing about humanizing marketing is that very few businesses do it.

Which means it's a great way to differentiate your business from all your competitors.

Action Exercise:
How can you 'humanize' your own marketing?

52: Differentiate with a focus on solving problems

A few years ago I read a helpful book by Michael Le Bouef called How to win and keep Customers.

In his book, Michael said that every customer really wants two things when they buy any product or service.

The first thing they want is a solution to a problem.

The second thing they want is to feel good.

So one of our first goals in selling is to identify our customer's problems.

A helpful way to do this is to use the 'doctor of selling' approach:

Let me explain.

A few years ago I picked up a nasty stomach virus that put me in bed for a few days with chronic diarrhea and several other unpleasant symptoms.

I decided it was time to get some medical help.

My doctor went through a very simple process with me.

First of all he asked my some questions so he could understand what was wrong with me.

Then he did a thorough medical examination to confirm my condition.

Finally he advised me the steps to follow to fix my problem.

What my doctor didn't do when I first walked into his office was say "Graham we have a great special this week on diarrhea treatments and I think you should take advantage of it."

In other words he didn't offer a prescription before understanding clearly what his patient's problem was.

So the 'doctor of selling' approach means you take a similar approach with your clients.

Get an understanding of your customer's current situation and work out what their pain or problem is. (This is the examination and diagnosis).

Then make your recommendations on how they can solve this problem. (This is the prescription.)

Once you have identified the problem your customer wants solved, it can be helpful to find out all the reasons why they want it solved.

In other words how will they be 'better off' in some way after solving their problem?

Example for someone wanting to lose weight:

A customer is unhappy with the way their body looks right now.

Perhaps they want to lose weight.

You ask the question 'Why is this important to you?' and you could hear different answers.

One person may want to lose weight to look good for a school reunion coming up in a few months.

Another person is keen to lose weight so they will have more energy to play with their young children.

Someone else may want to lose weight so they could improve their career prospects in a particular industry.

So, the same problem being solved can have several different benefits

Example for a home cleaning service:

A common customer problem that using a home cleaning service will solve is having a dirty or messy house.

However another benefit that a customer will enjoy by having someone else clean their home is they won't have to spend the time to do it themselves.

So a customer will effectively have more leisure time to enjoy.

A large home cleaning company began selling their home cleaning service as a way to solve the problem of "How can busy business people and executives have more leisure time?" and their sales exploded.

(Their competitors were still focused on solving what they thought was the customer problem of having a dirty or messy home.)

Action Exercise:
Take time to look at all the problems that your products and services can solve for your customers. And start positioning what you sell as a solution to these problems. You'll be delighted at the difference it makes to your sales results.

53: Differentiate by using Reciprocation

To put this principle to work get into the habit of doing a small favour or kindness for 3-5 customers or potential customers each day.

Over a month that is 60-100 people who at the very worst will remember you positively and at the best want to actively start helping you.

Examples:

You could send a short hand written thank you note to people.

You could provide the customer with a piece of information that may be of help to them.

You could recommend other people to them as customers.

The list is endless.

Here is a true story to start you thinking.

Many years ago a milk man took over an established milk run at a time when many customers were using the local supermarket for their milk purchases.

He implemented reciprocation brilliantly.

Firstly he personally introduced himself door to door to every house holder in his area.

He had a notebook and he gave you a price list, details on where to buy milk tokens and then the key question.

"Mr householder if you were to use my services at some point where would you like your milk delivered? Front door, Back door or your letter box? There is no extra charge"

He wrote down your answer and followed what you had said.

After three months of business his truck had an unexpected breakdown. Unruffled he got his whole family involved and they borrowed the neighbour's phones.

They phoned every customer and apologised for the delay.

What effect did these small examples of reciprocation have on his business?

His sales increased 500% in less than 6 months and he became a minor celebrity in his area.

Action Exercise:
How could you use reciprocation in your business?

54: Differentiate by DWYPYWD

A large number of customers were surveyed and asked the question "Why do you buy where you presently buy?

The major, overriding, specific reason clients come back again and again to your business is summarised in these letters DWYPYWD.

They stand for "Do What You Promised You Would Do".

(Isn't it amazing that by simply doing what you say you would do you can create loyal customers?)

Example:

I purchased two new beds.

The first company promised me it would be delivered in 7 days.

30 days later I was still waiting and had to argue with the Manager to get it that day.

The second company promised same day delivery and did it.

Guess where I now choose to shop for all my bedroom furniture?

A simple strategy to get a reputation for DWYPYWD is to write down after every customer conversation the answer to the question

"What commitments did I make to this customer”?

In other words what did I tell them I would do?

Then follow through on what you have written down.

Remember customers have memories like elephants when it comes to remembering when a salesperson doesn't do what they said they would do.

Action Exercise:

Write down after 3 conversations you had this week exactly what you promised you would do for each person.

Then make sure it is done.

55: Differentiate by using Preeminence

A few years ago I met with a person called Frank who has a refreshingly different approach to business.

Frank owns a firm that employs temporary staff to do manual work in factories.

He told me something he did for one of his new clients.

This client needed three workers to clean up the area in front of their business. The job required three workers for about a week.

So Frank provided three temporary workers who started to do the necessary work.

Things went well for about four days and then Frank got a call from his client.

His client told him that two of the workers he had hired to do the cleanup work had not turned up.

This was a common problem for Frank in his line of business.

Temporary staff doing manual work in factories are not that reliable.

So Frank rang a number of people he had as backups for just such a situation.

Unfortunately this one time, at very short notice, he wasn't able to get any replacement staff to do the work.

So what did Frank do?

Frank went to his clients business himself.

He then spent about six hours cleaning up rubbish with the other temporary worker that had turned up.

What was interesting to me was that Frank was not dressed at all to do this type of work.

He had smart casual clothes and he wore these to do what was very messy and dirty work.

His clothes all had to be dry-cleaned when he had finished because of the state they were in.

However the job for his client was completed on time.

Frank's client was both amazed and thrilled at what Frank had done.

The client told Frank they had never had such incredible service from any employment agency.

And he was quickly given another very large and lucrative assignment from this same client.

What Frank did for his client was a wonderful example of what marketing legend Jay Abraham calls the strategy of pre-eminence.

How to use pre-eminence to increase your sales:

In his wonderful book "Getting everything you can out of all you've got" marketing guru Jay Abraham devotes a whole chapter to the power of pre-eminence in business.

As Jay explains:

"Why do some people gain levels of success so much higher than others?

Frequently it's due to the fact that they have a better philosophical strategy.

They approach everyone they deal with in a totally different and more effective way than anyone else does.

And while their competitors are usually unable to figure out this strategy, it is one anyone in business can successfully employ by simply changing his or her focus from "me" to "you."

This is true whether you own a business of your own or work for a business.

This simple adjustment in your focus is the key to what I believe is the most powerful business (and life) strategy you can employ.

I call it the Strategy of Pre-eminence.

Once you begin to use it you will always stand out in the minds, hearts, and check books of your client, your employees, your employer, or your boss as the very best there is.

The pre-eminent choice."

Jay goes on to outline why pre-eminence works so well:

The strategy of pre-eminence is quite simply the ability to put your client's needs always ahead of your own. Become their trusted adviser, their friend. Treat them the same way you would want to be treated.

If it seems backward to put your clients' best interests ahead of your own that's understandable. In fact, that is the reason so many businesses are unremarkable, unmemorable, and, ultimately, unsuccessful.

It's amazing how many people and companies will say and do whatever it takes to make a one-time sale rather than taking the time to understand the clients' desired outcome.

And then having the courage and the concern to tell that client that what they really need is much less than what they told you they wanted.

You may, when you take this approach, end up with a smaller initial sale, but you will have just made a new friend, someone who will remember you the next time.

And who will, no doubt, tell his friends about you and your company.

The Strategy of Pre-eminence is a powerful yet simple strategy that almost single handedly can transform your business or career.

It makes people enthusiastic to do business with you instead of your competitors.

It will give you an uncanny insight into what people want, and why they act and react in various ways. It will turn clients into, literally, friends for life.

And it will strengthen your passion and connection to everyone with whom you associate.

You need to understand that you have a higher purpose for being in business than simply making money.

Your purpose must be understanding what you can do to help solve the problems of others, help maximize the options, and finding ways to do it. And unless you understand that higher purpose, you can't begin to take advantage of your potential."

How to use pre-eminence in your own business:

Pre-eminence means treating your client or customer as a valued friend who you genuinely like and care about. There are many ways to do this.

Pre-eminence means pitching in when your client needs your help.

(When you give help when your client needs it, you show them you care and you position yourself as being genuinely different from most people they do business with.)

Examples:

My client Frank who did the messy cleanup work himself was a wonderful illustration of someone who is prepared to help out his client even when it inconvenienced himself.

In his book “Getting everything you can out of all you’ve got” Jay Abraham talks about the Federal Express employee who helps out his client.

“A FedEx dispatcher got a frantic call from a tearful bride-to-be whose gown had been misrouted the day before her wedding. The alert dispatcher located the gown in a distant city and had it flown to the distraught client's city by private plane. The gown arrived in time for the young woman to wear it at her wedding. The rescue effort was expensive, but it became the talk of the wedding reception and no doubt caused many executives attending the ceremony to start using FedEx.”

Helping your client out can be as simple as recommending a resource or person that may help them to solve a problem they have.

Example:

I met with a client a while ago and they told me they were unhappy with the service they were getting from their current accountant. I recommended a very good accountant they could talk to.

This recommendation is already worth several thousand dollars more money in his pocket every year.

And all it took me to help this person was give them a good recommendation.

Action Exercise:
What are five ways you could help out some of your clients or customers this week?

56: Differentiate by having a memorable name

In a crowded market the first thing you want to do is get noticed by potential customers and stand out from all your competitors.

And that's where a memorable name, nick name or slogan is a great starting point.

'Charles Atlas' is a lot more memorable
Charles Atlas is an Italian-American bodybuilder who was born as Angelo Siciliano in Italy.
Angelo trained himself to develop his body from that of a "scrawny weakling", and he became one of the most popular bodybuilders of his day.

He legally changed his name to "Charles Atlas" in 1922 after a friend told him that he resembled the statue of Atlas on top of a hotel.

He then developed a body building and exercise system called The Charles Atlas Dynamic Tension Programme and sold millions of copies around the world.   In fact the same course is still being sold today in 2019!

At the peak of his popularity in the 1930s and 1940s, Atlas received so much fan mail that he required a team of nearly 30 women to open and sort it.

What was the secret to his success?

One of the keys was the memorable name he created for himself, his body building programme and also the memorable headlines on the advertisements that promoted his programme.

Here's another example:
A business sign in a small town caught my eye recently.
The sign read:

Short Back & Sides
We solve all your tree problems

The sign was promoting an aborist and the memorable name and slogan made me both notice and remember them.

Now you can still keep your original business name if you want to.

Then just add a memorable nick name or slogan so you get remembered.

Here's a good example:

Imagine you are a plumber and you call yourself XYZ Plumbing.

You could easily add a memorable nick name to this so you get noticed.

So you become XYX Plumbing-the punctual plumbers

Now suddenly you are the 'Punctual Plumbers' which instantly differentiates you from all your plumbing competitors.

Here's another great example of adding a nick name to your business to instantly differentiate it and quickly increase sales.

The Hugging Butcher:

17 years ago Lori Prokop scraped together her savings to attend a seminar being put on by Ted Nicholas (a direct marketing master and copywriting genius).

She got his attention during the break and told him the story.

Her and her husband had been struggling with their butcher shop (and almost to the point of closing the doors), as the entire parking lot was ripped up and unusable for 6 months – totally destroying their customer flow.

So how could she get more customers in?

Ted started asking some questions and found out that her husband was quite a tall man, and he love to hug people as well.

Ted gave her the one single piece of advice that turned their lives around almost immediately.

He said "when you get back home – first thing I want you to do is call your butcher shop "The Hugging Butcher" – advertise it everywhere, new signs and all over your marketing.

Use direct response style marketing and make that husband of yours the hugging butcher and have him stand at the front door and hug everyone that walks through – men, women and children."

She followed Ted's advice to a T.

Quicker than she ever could have dreamed – business was booming!

People couldn't wait to visit the hugging butcher – business went through the roof (parking lot or not).

Soon, they were able to raise the price and commanded the highest price in the market they served – and clients lined up at the door.

After a few years they sold that business for a very large sum of money – amazing what a simple differentiator can do for a business!

Now she runs a multi-million dollar consulting business – teaching similar techniques to those that Ted teaches.

Here's another example of a memorable name:

Daniel Feiman is the managing director of a business consulting firm that used to be called Diversified Solutions & Finance.

Daniel changed his business name to Build It Backwards and the results were immediate.

His name recognition shot through the roof; and suddenly, conversations were about what his business did and how they did it.

Business opportunities increased dramatically.

People on airplanes ask Daniel what his shirt means as it his company logo and website address on it.

Action Exercise:

Look at your own business name.

Does it reflect what you do?

Is it memorable?

Does it make people ask you …anything to engage in a meaningful conversation?

Conversations lead to possibilities which lead to prospects which lead to business

Daniel shared a good example of another business with a memorable name: CFO4Rent.

This is his friend & colleague, Gene Siciliano who does exactly what his name implies.

57: Differentiate by using Million Dollar Quotes

A wide range of businesses market their services by giving quotes or proposals to potential clients.

If you want to get a lot more of your quotes turning into profitable new clients here's a simple marketing strategy you might like to test.

It will take around 10-15 minutes to use this strategy with each quote that you give to potential clients.

I call this strategy 'Million Dollar Quotes' and it has three simple steps:

Step One: Add three heading to each quote.

And then write 2-3 paragraphs about each heading.

The three headings you add to your quotes are

1: Your current situation

2: Your ideal outcome

3: My recommendations

Let me explain each heading.

Your current situation:

Here you write down the 'before' picture of the work you are quoting on.

This just means you describe the existing situation that your client is in and why they are considering having some work done by your type of business.

Here's an example for a painter

Your current situation:

You have just bought your dream house that you really like.

You plan to live it in for many years.

However the inside of this house is a colour you don't like and it makes the house look dark and gloomy.

You want to spruce up the inside of your home but you don't have a large budget to do major renovations.

Your ideal outcome:

Here you write down details of the 'after' picture that your client wants by having some painting done.

Example for a painter:

Your ideal end result is that you want to have a modern looking home on the inside without spending a fortune on renovations.

You want it to look and feel light and airy and open.

And you want colours that go well with your existing furniture.

You want the inside of your home to feel warm and friendly and you want the colours to make your furniture look great.

My recommendations:

Here you give your quote in detail.

E.g. I recommend you do ABC etc.

The price is $X and includes xyz etc.

(This is very similar to what you do in your normal quotes.)

By adding these three headings you show your potential client that you have a good understanding of their situation and what they are trying to achieve by using your services.

If you have asked some questions in the first meeting with clients it will be very easy to write a paragraph or two about each heading.

Step Two: Make your quote look and feel good:

Something else you can do (that is very worthwhile) is to make each quote look great.

I recommend you add a personalised cover to each quote and have it professionally bound at your local copy centre.

Print your quote on extra heavy paper so it feels and looks good. In your quote you

A quote like this shows you are professional and gives a client a positive impression about your services.

Step Three: Deliver your quote in person

Finally, try and get face to face to discuss your quote with a potential client.

A good way to do this is to deliver your quote in person and then spend a few minutes discussing it with your potential client.

Delivering your quote in person takes more effort that sending it by email. (However it is a lot more effective.)

These simple changes will greatly improve the chances of turning more of your quotes into happy new paying clients.

Action Exercise:

Try some of these suggestions in the quotes that you give to potential new clients this month.

They will definitely increase your odds of turning many of these quotes into happy paying customers.

And best of all they quickly differentiate your business at the same time from all your competitors who give normal quotes.

58: Differentiate by appealing to your ideal target market:

My good friend and marketing genius Bob Serling shared this strategy with me a while ago. You can learn more about Bob at http://salesgrowthsystems.com/

A few years ago, a local merchant in San Diego decided to jump in on the gourmet coffee craze.

He opened a shop right on Pacific Coast Highway, just a block from a beautiful park that overlooks one of the area's most famous surfing beaches, which is a major tourist attraction.

The location he chose was superb and he expected to do a landslide business as soon as he opened his doors.

Unfortunately, this wasn't the case.

Now it appeared that he had done everything right.

He offered an eclectic selection of custom brewed coffees, the place had a casual homey feel that made visitors feel welcome, and he hired an eager, attentive staff to serve the customers.

But sales were just lukewarm.

To make things even worse, not long after he opened, Starbucks announced that they were opening a new location just three blocks away.

Fortunately, this merchant could see the writing on the wall and knew he had to act fast.

What would you do in this situation?

What many merchants would do is cut their prices.

They would figure the only way to beat a powerful chain like Starbucks would be to undercut them on price.

And they would be making a horrendous mistake.

First of all, very few people buy anything based on price - there is almost always some other factor that makes customers buy from you.

Secondly, trying to compete based on price alone is a losing proposition.

There is always someone who will come along and offer a lower price than you.

If all you have to offer is a low price, you can easily get caught in a continuing price-lowering war that will soon take its toll on your business.

What this merchant did was a stroke of pure genius.

He conducted a bit of quick, shirt-sleeve research and noticed that he did a pretty strong business with the local surfers.

So he decided to capitalize on this not by lowering the price of his coffee, but by offering surf wax (the wax that surfers use every day to give their boards proper grip) at his cost.

He loaded up on all the most popular brands of surf wax and sold them at cost, far below what all the local surf shops charged for wax.

It didn't take long for the word to spread.

And this quickly resulted in his coffee shop becoming a favourite hang-out of the local surfers, who bought coffee, muffins, sandwiches, and lots of other assorted goodies.

Because the coffee shop was now jammed, it caused even more people to want to come in and see what all the activity was about.

By offering a popular product in order to draw the attention of a sizable customer segment, this merchant conquered all his competition and has continued to do so for many years.

One of the things to take away from this case study is the value of looking for a simple yet positive way to differentiate your business.

In many cases you don't have to change dramatically what you sell or offer.

Just change something to make your business more appealing to your ideal clients and customers.

Action Exercise:

How can you positively differentiate your business so that you become more attractive to many of your ideal clients and customers?

59: Differentiate by using Guerrilla Marketing

Guerrilla Marketing is a term that was coined by Jay Conrad Levinson in his 1984 book ‘Guerrilla Advertising’.

Guerrilla Marketing focuses on low-cost unconventional marketing tactics that yield maximum results.

The good news about Guerrilla Marketing is that there are hundreds of different ways to use it.

Here are five examples of Guerrilla Marketing to get you thinking

1: Use free video to give added value

Paul Copcutt http://paulcopcutt.com/ is a Personal Brand Consultant.

He use free video tools like Vidyard https://www.vidyard.com/govideo/ to record reviews of peoples LinkedIn profiles to point out areas where they could communicate their personal brands better and stand out on the platform.

This works well with people when he makes a new connection and has directly generated $20-30,000 per year in LinkedIn consulting fees for Paul.

Paul has discovered that video is an effective medium to convey a message, explain something or make an emotional connection.

Businesses could use the video tool that Paul mentions to film a quick new customer welcome, show instructions, introduce a new team member or account manager etc.

2: Send a helpful resource to a key centre of influence

In the last month I've had two business owners ask me if they could send me a copy of a business book they had written. (Both people were called Robert.)

Robert Gerrish https://www.robertgerrish.com/ is the author of the One Minute Commute and Robert Lingard https://www.brand-bullets.com/ is the author of Sabotage & Subversion-the 10 principles of Business Guerrilla.

These two business books had some useful information that I found interesting and here I am talking about both authors to my NZ Heald readers.

What useful resource could you send to a potential key centre of influence for your business?

3: Use the network of another business

This is a terrific guerrilla marketing strategy to use.

A while ago I created several marketing programmes to help real estate sales people improve their sales results.

My problem was that I knew very few real estate sales people.

So I contacted a real estate trainer who already had a great database of existing real estate clients.

I made this real estate trainer an attractive offer where we could sell my marketing programmes to his clients and we would split the revenues from sales.

We sold tens of thousands of dollars of my marketing programmes by using some simple emails combined with easy to read sales pages on our websites.

In this case I just tapped into the network of another business who already had the types of customers that I was looking for.

Which business networks could you tap into to grow your own sales?

4: Use stickers that attract attention

Dylan Gallagher owns a tour company in San Francisco called Orange Sky Adventures. https://orangeskyco.com/

They do tours of Yosemite, Coachella and beyond.

A guerrilla marketing strategy they use is stickers. They hand them out to their guests at the end of each tour, and like magic, they appear everywhere - on water bottles, laptops, parking meters and in front of San Francisco hostels.

Then, when a potential customer sees our stickers - they Google his company, see their social proof of over 100+ five-star reviews, and they make the sale.

Other business can use this method by figuring out who their customers are and getting their brand stickers in front of where they hang out.

5: The Donut Referral Strategy

I was chatting with Alex Robinson, General Manager at Team Building Hero, https://teambuildinghero.com a while ago.

Team Building Hero provide corporate team building activities for groups in New York City, Philadelphia, Boston and some other major US cities.

In the past, their referral system was part of their customer satisfaction follow up.

So they would ask their customers…

"How was your event? Great! Would you be willing to refer a friend or colleague we could talk to about doing an event?"

The results were dismal, and they had maybe a few referrals each quarter and these seldom turned into sales.

Then Alex and his team implemented a super simple Donut Referral Strategy.

Now the follow-up call is 100% focussed on custom satisfaction.

They don't ask for a referral at all in this call.

Instead, about one week after the call they send the client a box of 12 donuts from a premium shop in New York City.

They include a card with the donuts that says, "We love spreading joy to great teams! Do you have a friend or colleague in HR or office management who is awesome? Let us know and we'd love to send them a box of donuts too!"

It turns out people are 10x happier to refer a box of free, fancy donuts.

What was the end result of this simple donut referral strategy?

Alex and his team get 15 to 20 quality referrals per month, and many of these referrals turn into serious conversations about working with his firm.

Action Exercise:

How will you use guerrilla marketing in your own business this month?

60: Differentiate by selling what your customers are ‘really’ buying (not what you think they are buying…

One of the lessons I’ve learned in 42 years of sales and marketing is that I don’t always know the real reasons that people buy something.

Here’s a good example:

Many years ago I sold a motivational seminar.

I thought that what I was selling was increased performance and higher productivity.

So I would encourage businesses to send along poor performing staff to this seminar so they could improve their productivity.

However one of my clients told me something that took me by surprise when I asked him why he had booked some of his people on this motivational seminar.

He said 'Graham, I've sent at least a dozen of my top performers to your motivational seminar. Not because I wanted them to perform better. But because I wanted a way to say thank you to them for doing such great work already.'

In other words he was buying a way to reward and show appreciation to some of his best people.

Which was quite different from what I thought I was selling.

I then started asking every business person I met with if they would like a fun way to show appreciation to their top performers.

And doing this quickly opened up a whole new market for my motivational seminars.

I was thinking about this client recently and it reminded me that we don't always know the real reasons that some of our clients buy or the real benefits they are actually looking for when they buy.

However when we do know what clients are really buying it can often boost our sales fast.

Here's another example:

Many years ago there was a large company that sold baking soda.

They noticed their sales were going down as less and less people were doing home baking.

So they asked their customers what other uses they had found for their baking soda.

To their surprise they had their customers tell them dozens of interesting ways they used baking soda.

From a fridge deodorant to remove bad smells to something they added to their washing to make their clothes look and smell brighter and fresher.

The baking soda company then made the decision to offer a whole new range of products that had baking soda in them and went on to make millions of dollars in new sales.

Here's one final example:

I sold investment property many years ago and most clients bought a property as a way of creating a healthy nest egg for themselves when they retired.

However a small number of people bought investment property for a totally different reason.

They wanted to do something special for their children or grandchildren.

So they used investment property as a way to create a lasting legacy for the important people in their lives.

That discovery led me to a whole new market for investment property.

Summary:

There are many benefits that people can gain by buying what you sell.

And it can be very helpful to find out what these are.

That way you'll know that you are selling what your clients are really buying.

Action Exercise:

Ask five of your clients to explain the benefits they've gained from buying form you and why they would highly recommend your business to other people.

You might be very surprised at what you learn.

61: Differentiate by using memorable postcards

I had an interesting experience a few years ago.

I went to the letterbox to clear the mail and found a colourful postcard addressed to Daisy McGregor.

(Daisy is the name of a little Bichone Frise Dog we used to have.
She passed away in 2018.)

On the front of the post card there was an image of a dog with sun glasses and the words ‘Woof’.

The postcard was sent from the United States and had a handwritten message on the back that said…

‘Hi Daisy Hope all is well.

Just a quick ‘Hello’ from sunny
Hershey USA!

See you when I get back

Sonia

The post card was sent by Sonia the owner of a dog grooming firm called The Pet Stylist. www.thepetstylist.co.nz

I took Daisy to Sonia every 6-7 weeks to be groomed and Sonia did a nice job.

Sonia was visiting the United States to attend a conference for dog groomers so she could stay current with the all the latest trends and equipment in her industry.

She thought it would be fun to send a post card to a number of her dog grooming clients while she was overseas.

So she took the names and postal addresses of a number of her clients with her and sent each of them a post card.

However she addressed each post card with the name of the dog and not the owner.

I've had great fun showing this post card to a number of people.

It makes an interesting story when I can say 'my dog got a post card from the United States.'

I then show people the post card.

What Sonia has done is some very clever marketing that makes her memorable.

Best of all it is very inexpensive when compared to the amount of money a client spends each year on grooming their dog.

Sonia's fun little post card was a reminder to me that post cards are actually a handy marketing tool that could well be worth using in many businesses.

There are two advantages in using post cards in your marketing.

Advantage1:

They are very inexpensive to produce.

You can contact your local digital printer and ask for them to print a small number of post cards for you. You can start with 50-100 postcards if you like.

If they work well you can always print more in a future order.

Advantage 2:

They are quite noticeable and memorable when they are posted out.

I've personally received about 5 post cards in the last 5 years. (So at one a year they are definitely not that common.)

Here are two ways you might use post cards in your marketing…

1: Send a post card inviting your clients to check out a special website offer that you have.

You could easily send 50-100 of your best clients a short promotional message on a post card that says something like this…

==

Hi John, thanks for being one of our valued clients.

If you go to this special page on our website *(put in an easy to remember website address)* you'll see how you can take advantage of something we are doing for the next 7 days only.

This offer is only being shared with a small number of valued clients like you.

(We hope you like what we are doing.)

Kind regards

Barry Business Owner
==

You might have a catchy image on the front of the post card that says something like 'For your eyes only'

2: Send a post card inviting your clients to give you referrals.

You might test sending a post card inviting 100 of your best clients to give you referrals to other people that might be interested in what you offer.

You might have an image on the front of the post card that has the words 'Fun Competition'.

You then explain that you are running a referral completion for 10 days and every person your clients refer gets a special offer of X.

Plus they will get a small gift for every referral they give you and they are also in a free draw for a luxury weekend for two.

(Or some other attractive prize.)

You could test something like this with 100 clients and if it works well you might like to test your referral competition with a larger number of clients.

There are actually dozens and dozens of ways to use post cards in your marketing.

A great resource on how to do postcard marketing is '*The Post Card Marketing Handbook'* http://www.postcardmarketinghandbook.com/ by copywriting expert Bob Bly www.bly.com

It's jam packed with advice on what to say on your postcards, who to send them to and how to make them work like magic to boost your sales.

Post cards can be a low cost way to do memorable marketing for many businesses.

You may like to try them in your own business.

Action Exercise:

If you are considering post cards as a marketing tool in your own business then 'The Post Card Marketing Handbook' by Bob Bly is well worth reading

62: Differentiate by thinking outside 'your box'

Several years ago I read a very helpful book on business. It said that whatever you are doing right now, assume that there is always a better way of doing it.

It also pointed out that unless you are open to the idea that there is a better way to do something you will usually not see it.

Most people in business do not look for a better way to do things because they are trapped in their own box.

And their own box is how they normally do business.

So here is a very simple way to increase your sales and profits by thinking outside your normal box.

Look at the huge number of different types of businesses that are all around you right now.

There are professional service providers like doctors, dentists, lawyers, accountants and architects.

There are trades people in dozens of different fields like carpet layers, electricians, plumbers and builders.

There are retail businesses that sell clothes, food, jewellery, furniture, appliances, books and hundreds of other products.

There are organisations that teach skills to their customers.

These skills include everything from dancing lessons to word processing.

There are businesses that sell products from a catalogue.

There are companies who sell their products by mail order and direct mail.

There are service organisations that repair and fix a huge range of products.

There are businesses that sell their products and services by website and email.

There are businesses that import products from overseas and those that export products overseas.

Your goal is to look at what a few of these businesses are doing to make sales, and then see how you can adapt what they are doing and use it in your business.

Obviously you won't be able to use everything you see another business doing.

Just try a few new things each week though that you think might work.

And if they do work, then continue to use them.

If you keep trying a few new things every week, at some point you will come across something that will give your sales a huge boost.

In many cases you will be using something that is very common in one field and just adapting it to your type of business.

Prepaid Coffee Example:

There is a small shop that sells ice-cream and coffee.

They offer their clients a prepaid coffee card for $30 that allows them to get 8 coffees of their choice.

These coffees normally sell for $5 each so by buying a prepaid card their clients save $10.

This prepaid system is great for business because first of all the shop has all the money on each card up front in advance.

Secondly their customers will often come back a number of times to use this prepaid coffee card and will buy other items at the same time.

These prepaid coffee cards also make great gifts as well.

This business makes it very easy for their clients to use their prepaid coffee cards as they allow clients to use the value toward anything else they sell as well.

In some cases a client would use the whole $30 card in one visit.

This business owner has just taken the common concept of taking something like a bus or train ticket that you buy in advance and has adapted it to his own business.

The good news is that there are thousands of simple sales concepts like this that are all around you right now.

You just need to open your eyes and see them.

Then adapt them in some way to your own business.

Action Exercise:

Look at how a number of businesses in different fields make sales to their clients.

How can you adapt or use one of these ideas in your own business?

62: Differentiate by charging higher prices and beating your low priced competitors

Jamie Tulloch the owner of E3 Business Accountants made an interesting comment in his business and tax tips newsletter a while ago.

Jamie said it is a social responsibility for every company director to make a healthy profit.

Without someone making a profit, not one dollar of tax would ever reach the government.

The more profit you make, the more tax you pay and the greater likelihood that you will remain in business.

(So healthy profits are good for everyone.)

One of the easiest and fastest ways to increase profits for many businesses is to increase their prices.

I had an interesting experience of doing this way back in 1991 when I produced by first sales training newsletter which was two pages long.

My intention was to make it a weekly training programme and write 48 newsletters a year.

When I wrote my first two sample newsletters I asked a good business friend what I should charge for it.

My friend suggested I charge $100 for a yearlong subscription.

I then made appointments with 40 of my existing clients and showed each of them my newsletter idea.

To my surprise and delight 39 of these clients liked what I showed them and took out a yearlong subscription to my sales training newsletter.

I continued showing my sales training newsletter to sales managers in a variety of different organizations and within three months I had over 100 subscribers.

I soon discovered that writing each newsletter was taking a good amount of time each week.

And then I worked out how much money I was actually making from the whole project. 100 subscribers at $100 a year each was only $10,000 gross sales a year before costs like printing and postage.

I was only earning about $200 a week before expenses from my newsletter and I began to wonder if it was really worth it.

So I did an experiment where I changed the price for a one year subscription to $195.

I then showed the newsletter concept to 20 more business people and 17 bought it. (This was very encouraging because I had now doubled my income with no extra effort.)

Over the next two months I tested half a dozen different prices.

These varied from$195 right up to $795 for a one year subscription.

My best results seemed to come at $495 for a one year subscription.

(I made a sale to about one person in three at this amount.)

Over the next six months I added another 200 subscribers to my newsletter, and all now paid $495 each for a one year subscription.

This was great for me because I was now making five times my previous income from exactly the same product.

This was a great experience in charging higher prices and increasing my profits quickly.

If you want to charge higher prices and make a bucket load of easy sales at the same there are a number of simple marketing strategies that you can use

Here are a few of these strategies to use in your own business:

Higher Price Strategy 1: Offer a different 'package'

Around 30 years ago I decided I would like to become a paid business speaker on sales and marketing.

I set a price of $300 to give a one hour talk and persuaded about 20 sales managers that it would be a good investment to hire me.

I then presented my one hour talk on sales and marketing.

Each talk was well received; however I soon discovered that I wasn't making much money doing this.

t was actually taking a lot of time to sell each talk, prepare each talk and then travel to and from each client to present each talk.

I then decided to ask a very successful sales trainer and business speaker for advice on what I was doing.

Des had been speaking on sales for about 20 years and his fees were between $1,500 and $5,000 each time he spoke.

He was also booked up months in advance.

Des explained that I needed to first of all raise my speaking fee to at least $750.

I also had to give each talk a title which was the benefits a person would get from hearing it.

Des then suggested I provide a hand-out covering the key ideas in my talk and give this out at each talk.

Finally Des told me I should make each talk for either 45 minutes or 75 minutes but not for an hour.

Des explained that an hourly fee of $300 an hour seemed expensive to just give a talk.

However a $750 fee to give a 45 minute training session on "Five ways to increase your sales by 25% in the next three months" did not seem expensive.

I put into action all the suggestions that Des had given me.

Over the next few months I earned an extra $15,000 from giving a number of 45 minute sales training presentations.

I gave each presentation a catchy title, gave out informative hand-outs which covered the key ideas I presented, and charged $750 for each one.

My clients loved what I did, and I loved the fact that I was now making a lot more money giving these presentations.

I also found that I could tailor my prices depending on the group I was talking with.

And for some 45 minute presentations I was paid between $1,000 and $2,500 for doing them. So by offering a different package I was able to charge much higher prices than before.

Action Exercise:

What is a different package that you could sell that would allow you to charge a higher price for your own products and services?

Higher Price Strategy 2: Just do it and put your prices up

I have a friend who is a very clever banker, accountant and business person.

He has an amazing ability to go into large companies that are losing money and turn them around financially in a few weeks.

My friend finds that in many cases a simple increase in prices could be all it takes to make a company profitable.

So that’s what he does.

He immediately increases prices on certain products and services.

Many of the people who work in the company he is turning around will tell him all the reasons why this is a terrible thing to do.

These people tell him things like “Customers will leave; sales and profits will go down and it won’t work”.

My friend finds this is usually not true and he told me about a large freight company he had turned around.

The freight company was turning over about 30 million dollars a year in sales and was just breaking even each month.

My friend took a good look at the company and found that the service they provided was one of the best in the market.

The clients loved the company and what they did.

So he immediately increased prices on all their freight services by 10%.

He told me that the freight company had several thousand customers and only three of them complained about the price increase.

Only one of these complaining customers took his freight business elsewhere.

My friend told me that this freight company now started making profits of several million dollars a year as a result of this 10% price increase.

Action Exercise:

Just do it and put up the prices of some of your products and services.

Higher Price Strategy 3: Add something extra with your higher prices

When I was speaking to groups on sales and marketing and put up my prices I began using informative hand-outs as an added value resource.

So my clients received something extra for investing in my speaking services.

You might like to put up your own prices and offer something extra as well.

If you do provide something extra, try and make it something that has a high perceived value, but doesn't cost a lot to provide:

Example:

A pest control service used this idea of providing something extra with a high perceived value. They sold a commercial pest control service (insects, rats, fleas etc) for restaurants and hotels.

They added a unique guarantee to their service.

Firstly if the hotel or restaurant lost a booking because of a problem with pests, the pest control company would pay for that lost booking.

If the hotel or restaurant was ever closed down by a health inspector for a pest problem, the pest control company would reimburse them for any lost revenue they might have had.

The guarantee went on to cover 10 other points.

This pest control company is twice as expensive as anyone else in their field.

They also have 80% market share in every area they go into.

Best of all they have a simple insurance policy that covers them for any money they might have to pay out.

This is a great example of increasing your prices and providing something extra with a high perceived value that does not cost much to provide. In this case the something extra is the unique guarantee that is covered by insurance.

Action Exercise:

What extra something with high perceived value could you offer your clients when you put up your prices?

Here's a cautionary tale about not putting up your prices

Many years ago I sold a personal improvement seminar for business people.

Clients had the choice of attending a public seminar with other people or having it presented just for the people in their own organisation.

The seminars were video based, so a short video was first shown and then some exercises were given by the seminar facilitator.

I used to charge the same price per person regardless of whether it was a public seminar or a personalised seminar just for one organisation.

However a new licensee I hired had quite a different viewpoint on value.

Because my licensee had his own area to work in he could price these seminars any way that he wanted.

He felt that providing a personalised seminar just for one organisation was a lot more valuable and that they should pay more.

He offered to facilitate these seminars for each client and he then charged them a facilitation fee to do this.

This fee was between $5,000 and $10,000 for each seminar he facilitated.

His clients were very happy to pay this fee and felt they had received great value from having the seminar being presented just for their own organisation.

Each seminar took two full days or four half days to present.

My new licensee was making an extra $5,000 to $10,000 for each personalised seminar he was providing.

In his first six months he facilitated ten of these seminars and made well over $50,000 in extra income.

He then took each public seminar and changed the price on that as well.

He tripled the price that I was charging and sold just as many seminars as I was selling.

I didn't increase the prices I was charging at all. I estimate this failure to put up my prices cost me at least $100,000 in lost income over a two year period.

Ouch!!

Higher Prices are always worth testing.

Sometimes a higher price can actually increase sales!

There's a great story that illustrates this point in the book called ‘Influence’, by Robert Cialdini.

Robert wrote about a retailer who sold turquoise jewellery in a gift shop in Santa Fe, New Mexico.

The jewellery didn't sell well.

So, the owner decided to cut prices and clear the jewellery out.

Before going on vacation, she left a note telling her clerk to cut the price of everything by half while she was away.

But the clerk misread the note. He thought the store owner meant that prices should be doubled! So he marked prices up, not down.

When the owner returned from her trip, she was amazed to find that just about every piece of jewellery in the store had been sold.

Why? Because the prices she had used before the change weren't in synch with the jewellery's perceived value.

Marketing lesson:

When you are focused on creating value for your clients your products and services become more valuable.

So you should definitely charge more for this value.

A marketing challenge for many businesses when they charge higher prices is how to compete successfully against low priced competitors.

Here are two marketing strategies you might like to try.

Strategy 1: Collect "it's worth it because" testimonials from your best clients.

All you do here is interview a number of your best clients on the phone.

Ask them why they chose your product or service instead of buying something cheaper from someone else.

What your client will tell you is "why" your more expensive product or service is 'worth it'.

Then get permission to use your client's comments in your marketing.

Here's a good example:

I collected a number of client testimonials recently for a business in Sydney called Guru Projects. www.guruprojects.com

Guru Projects build and renovate cafes and restaurants.

Here is a small part of what one of these client testimonials says…

"Pricewise Guru Projects are not the cheapest in the market place. I could have probably had my café fit out done for $60,000 - $70,000 cheaper if I had used a shop fitter who was happy to do the work for a low price. However, you have to compare apples with apples. I've seen the work of a number of shop fitters who undercut anyone at any price. You definitely get what you pay for when you use people like this. Their work is always rough around the edges. Now I'm very fussy about the finish and look of everything in my café. I want my stainless steel and tiling and everything else to look and feel great. If it's not perfect I'll rip it up and have it done again. With David all his edges were filed so there were no sharp edges for staff to cut themselves on, the tiles are all nice and even and look great."

Notice how this testimonial has a happy client saying that this business is not the cheapest in the market place.

However they are worth the extra money because of xyz etc.

When a happy client says it's worth paying more money for a particular product or service because of xyz, that is compelling proof for other potential clients to consider using that same product or service.

Strategy 2: Choose 'who' you will sell to

I had a fascinating interview with Scott Stickane President, House of Sticks www.houseofsticks.com

House of Sticks is a marketing agency and they create websites, mobile apps and do high end video production.

Their typical project ranges from $30,000 - $150,000 USD.

Scott told me that his business has intentionally not sold to smaller businesses in order to keep their service quality high.

So they do a lot of business with companies in the Fortune 1,000.

He explained that his business 'House of Sticks' charges premium pricing for premium products.

They only make premium products, they only work with experienced professionals, they only want to work with companies that understand the value of marketing.

If clients are looking for very cheap prices they will either turn them down or pass them off to other businesses they know who will charge less but won't be in business long term.

Scott realised very early in business that there are a lot of low priced competitors in his space.

He saw that many of these people price their services to the point where the hourly rate is below the poverty line, but they never look at the total time spent as an investment or overhead, they just see the small final payment.

This has caused the market to accept and expect low prices for services and forced people like Scott who understand the actually cost of doing business to have to defend premium prices for what they do.

Scott is a big fan of educating the market about "why" it's worth it pay high prices to get great work done.

So he writes a lot of helpful articles on his blog to educate people on the basics of practical business school, how to price your service, how to collect payments, how to write contracts, why use a book keeper etc.

I particularly enjoyed his blog post on Good Cheap and Fast Choose One https://www.houseofsticks.com/good-cheap-and-fast-choose-one/

Scott also makes sure that clients are impressed with what they get when they use any of the services his company offers.

When they shoot a video for a client they often turn up with a crew of 12 people and do a two camera shoot.

(A low priced competitor will usually turn up with one or two people only and do a one camera shoot.)

Clients can see instantly the value of using Scott and his team when they do this.

The reality is that there will always be low priced competitors for most of us in business.

Two useful strategies to compete against low priced competitors are to collect and use 'it's worth it because' testimonials from your best clients and choose "who" you will offer your expensive products and services to.

Action Exercise:

1: Collect 5-10 testimonials from happy clients about “why” your product or service is worth paying more for and use these testimonials in all marketing.

2: Choose “who” you will offer your expensive products and services to.

(You want to offer them to people who appreciate why it is actually great value to invest in a higher priced product or service because of the many benefits they will enjoy from doing this.)

64: Differentiate by reducing risk

Every single potential customer has had a bad experience at some point in their life with spending money on a product or service.

They might have bought something and it didn’t work as well as they expected.

Or perhaps they bought something and found they could have got something just as good a lot cheaper from someone else.

Or maybe they bought something and were then criticised by someone for their purchase. They might have been told they’d made a stupid or dumb mistake.

You and I have also had at least one experience like this at some point in our lives.

So this means that we are all a little bit cautious about spending money on products and services because we might make a mistake and then feel bad.

In other words there is a certain amount of risk involved in buying any product or service.

One of our responsibilities in marketing is to reduce the risk (in our customer’s minds) of buying our products or services.

Because the lower the risk (in the mind of your customer) the greater the chances that they will buy what you have.

The number one rule with risk is this:

‘Everything Counts’

In other words, everything you do or say when interacting with a customer has an impact on how risky they think it is to buy your product or service and do business with you.

And the impact is either positive or negative in the mind of your customer.

So everything you say or do is causing your customer to think it's either more risky or less risky to do business with you.

Example:

I had a problem with my automatic garage door a while ago when the wire that pulled it up got loose so the garage door was stuck open.

I phoned 5 companies in my area who did garage door repairs.

Two businesses I spoke to were so busy they couldn't come to my home for 2-3 days.

One business was able to come about 4 hours after I phoned and they did an excellent job.

I also left messages with two other garage door repair businesses.

One of these businesses never replied to me at all.

The other one phoned me back three days later.

Now the Garage Door Repair firms that phoned me back three days later may be a lot better than the firm I ended up using.

But because they took three days to make contact I assume they are slow, sloppy and not that good at what they do.

(In other words I think it is more risky to do business with them, simply because they didn't return my phone call promptly.)

So just by responding to new customer enquiries fast you can reduce risk in the minds of these people and increase their chances of choosing your business.

Another helpful way to reduce risk is to use Social Proof.

We often look to see what other people are doing before we act.

We also make buying decisions based on what other people similar to us have done.

That way we reduce the risk of making a wrong decision.

Social Proof is how we often choose movies, restaurants, holiday destinations, cars and many other products and services.

Social Proof can be summed up in the question many of your potential clients will have.

The question is

“Who else has purchased this product or service and what happened when they did?

When you can show these people proof that other people similar to them have purchased your product or service and enjoyed some wonderful benefits you will increase your chances of making a sale.

Some very effective ways to use Social Proof include testimonials, photos of happy clients and case studies.

Look for ways to reduce the risk in the mind of your potential clients around using your products or services.

The lower the risk in using your business the higher the chance they will end up doing business with you.

Action Exercise:

Write down 5-10 ways you can reduce the risk of buying the products and services you sell.

Put one of these into action this week.

65: Differentiate by using simple stories and examples in your sales and marketing

Here's an easy way to increase your sales when talking to potential clients for your products and services.

Use 2-3 simple and easy to understand stories or examples when you are explaining how you might be able to help potential clients.

Here's a good example of keeping things simple:

I was chatting with Jamie Tulloch the managing director of E3 Business Accountants https://www.e3accountants.co.nz/

We were discussing the question

"How do you know if you have a successful business?"

Here are two possible answers to this question Jamie told me.

The first answer is "Your business is successful if it has a Return on Equity of 25% or more."

The second answer is "Your business is successful if it is worth 3-4 times the value of your home."

Now the first answer contains jargon (Return on Equity) and is not easy to understand.

But the second answer is really simple and easy to understand.

Most of us know roughly what our home is worth so if our business is worth 3-4 times the value of our home we know we have a successful business.

In your own business you want to use stories and examples that are memorable and simple and easy to understand.

How do you find these simple stories and examples?

A great starting point is to interview 3-5 of your best clients on the phone.

-Ask them why they chose to use your products or services.
-Ask them what benefits they have enjoyed by using your products or services
-Ask them why they would recommend your products or services to other people.

Then write up what your clients tell you and email these comments to them.

Ask them if you can use this feedback when talking with potential new clients.

(What you've done here is collect some great testimonials from these clients.)

Then use some of the examples and stories they told you when you are talking with potential new clients.

I collected a number of testimonials for a business coach in Sydney recently and here's a tiny part of what one of his clients told me...

“I treat using the services of Mark as like having another Managing Director for our business who has great ideas to improve and make our business a lot better. And we get this for a lot less money than going out and hiring an extra Managing Director.”

Isn't that easy to understand?

Using Mark as a business coach is like having another Managing Director for my business at a fraction of the cost of hiring a Managing Director.

In the 5 testimonials I collected for Mark there were around 19 great examples and stories that he can now use when talking with potential new coaching clients.

So if you collect 3-5 testimonials from some of your best clients you’ll end with a number of simple stories and examples that you can use to make your sales and marketing more effective.

Here’s one last example of making things simple.

I was interviewing a fascinating Ecommerce consultant called Ross Lasley www.TheInterneteducator.com

Ross specialises in Shopping carts and e-commerce and has generated over 100 million dollars in sales for his clients.

Ross told me he does two main things for his clients.

1: He fixes Ecommerce Sites if they are Broken

Or

2: He goes shopping with his clients for a new Ecommerce site for their business.

Isn't that simple and easy to understand?

By the way, Ross earns $10,000 to $50,000 a month for each client he works with. (And he works with multiple clients.)

Make things simple whenever you can.

Look for simple and easy to understand stories and examples that you can use in your marketing.

Simple sells!

Action Exercise:

What simple stories and examples can you use in your business to boost your sales this month?

66: Differentiate by using educational marketing

A while ago I interviewed Mal Emery http://www.malemery.com/ a marketing expert based in Australia.

Mal explained that if you had 100 people in a room right now and asked them a question like this "How many of you are planning to spend money this week on a haircut, furniture, a car, a holiday and so on?" you would get an average 3% response.

In other words about 3% of people are in a position where they plan to buy now.

Another 6% of people in this group are very interested and are thinking about buying soon what you are selling.

Another 30% could put their hand up and say 'well I'm interested in finding out more' but they are not ready to buy now.

But they are interested in buying later.

Mel went on to explain that the vast percentage of marketing and advertising only ever tries to attract the 3% of people who are keen to buy right now.

So for example a beauty therapy business will run an ad and it will say 'come to my beauty salon'.

Well only three people who happen to find the ad out of 100 might actually do that.

So here's a simple way to double the results from all your advertising.

Do educational advertising that will attract the 3% of buy now people, the 6% of people who could be turned into clients quite quickly and the 30% of people who could become clients if you nurture them over a period of time.

One of my favourite ways of doing educational marketing is to offer helpful "How to" guides to people who are interested in what you are selling.

As Mel explained, this attracts people ready to buy now, people who are interested and thinking about buying soon, plus the 30% of people who could be nurtured and turned into clients over time.

Here are two examples of useful 'how to' guides that you can learn from.

1: **NZ Line Markers** www.nzlinemarkers.co.nz specialize in painting lines on car parks and helping clients with commercial properties improve the appearance of their properties.

If you go to their website you can order a free guide called "First Impressions Really Do Matter"

This guide shows people who own a commercial property how to make it look instantly more attractive so they can improve their cash flow, attract better tenants and save a small fortune in costly repairs and potential fines.

Here are a few of the things you'll find in this guide

-Two 'Magic Words' that determine how attractive your commercial property looks to potential clients.

-Why the IER Exercise is so valuable at improving the value of your commercial property.

-The critical questions you need to answer about any car parking you have on your commercial property. (And how to use the answers you get to make your commercial property one that a lot of people want to use.)

-Some inexpensive ways to give your commercial property ‘instant kerb appeal.

-The ‘Elephants Don’t Bite’ concept and how to use it make any commercial property instantly more appealing to any tenant or customer.

-How to find ideal contractors to help you improve the look and value of your commercial property.

2: Business Coach Jules Radich http://actioncoachotago.co.nz/ has spent 10 years helping trades people and manufacturers to improve their business results.

If you go to his website he offers a wonderful ‘how to’ guide called ‘Cash and Control’ which shows tradies and manufacturers how to double their bottom line in 12 months or less.

Here are a few things you’ll find in his guide.

-How to GET BEYOND PRICE COMPETITION so you stop getting beaten up by lowest price bottom feeders and get paid what you are really worth.

-Where to FIND THAT ELUSIVE FREE TIME so you've got time to work ON your business and plenty left over to spend with friends and family.

-What simple things you need to do in order to ENJOY THE UNTAPPED PROFITS waiting for you in your business.

As you can see, both these guides are designed to attract both ‘buy now, buy soon and buy later’ type clients.

If you want to double the results from your current advertising you might want to consider testing educational marketing instead of standard ‘buy now’ type advertising.

It’s a very effective way to differentiate your business from many of your competitors.

Action Exercise:

How could you use educational marketing in your advertising so you attract a larger group of potential buyers?

67: Differentiate by creating moments of magic

In 2012 I enjoyed a short holiday in France with my wife Gayle.

We had an 8 day bike tour in Provence visiting some fascinating places along the way. We also spent a few days in Paris and a few days in Aix en Provence.

In our brief but memorable trip, we experienced several weeks of amazing food and wine, jaw dropping scenery, interesting experiences, warm weather and wonderfully friendly people.

One of the things I noticed about our holiday is what I call ‘Moments of Magic’.

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These are the special experiences that linger in your mind long after they have actually happened.

The good news is that the ‘Moments of Magic’ idea is something that can easily be used as a simple and highly profitable marketing strategy in many businesses.

So let’s look at some simple ways to create ‘Moments of Magic’ that delight your clients and create easy sales and automatic referrals.

Moments of Magic Strategy One: Make it memorable

As the end of our holiday, Gayle and I had a few days in Paris.

While exploring the streets I was delighted to discover a fine looking fashion shop in the middle of Paris called “McGregor.”

The shop was closed at the time we walked past it.

However because it was the first time I had seen the name ‘McGregor’ while in France it was very memorable.

So we took a photo of me standing outside the shop.

I did some homework later and it turns out this store is actually part of a large chain that has branches in a number of European Countries.

And even though I am not involved in this particular business, standing outside this shop is one of the moments of magic that I still remember from our short stay in Paris.

And that brings me to the first way to use the Moments of Magic strategy in your business.

How can you make your clients experience ‘memorable’ when they do business with you?

For instance:

-You could take a photo of your client or customer with your product or using your service. And then send them a copy of this photo.

-You could send a hand written card thanking your client for their business. This is one of my favourite marketing strategies and works remarkably well.

-You could send a small gift to say ‘thank you’ for your client investing in your product or service. This is very rare and always memorable.

-And if you go on holiday yourself you might want to consider sending a handwritten postcard to some of your best clients and contacts.

Perhaps say that you were thinking of them and hope things are going well.

This is very memorable as hand written postcards today are quite rare.
(I sent a small number of postcards from France to some of my own clients and these postcards were both appreciated and remembered.)

Action Exercise:

How could make doing business with you more memorable for your clients?

Moments of Magic Strategy 2: Make it emotional

There’s a delightful quote by Maya Angelou that goes like this…

“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

And I saw this principle in action many times during our French holiday.

We spent two days in a fascinating place called Orange at the start of our 8 day bicycle tour.

And before we started riding we had a day of sightseeing to get over things like jet lag on the long flight from New Zealand.

(It took around 30 hours of air travel to actually get to France, so a day to relax was very useful before we started doing the actual bike riding.)

We had a French guide called Charlotte who was our tour leader and she showed us some of the interesting places in Orange on this first day.

One of the places we visited was a massive public theatre that in Roman times used to seat close to 10,000 people.

The theatre was used for singers, actors and a range of other people.

The theatre is still in remarkably good shape today and a large number of shows and performances are still presented here each year.

Now the theatre is pretty impressive in its own right. However when you added positive emotions to the visit, it became a real moment of magic.

Here's what happened…

One of the people in our biking tour group was a lovely lady called Judy who used to teach singing for many years and has a wonderful singing voice.

So Charlotte invited her to sing in the theatre.

Judy chose the Maori version of the New Zealand National Anthem and sang the first verse for a few minutes.

The acoustics were amazing and we could hear Judy's lovely voice as clear as a bell right around the theatre. The amazing sound quality combined with Judy's incredible talent bought a tear to my eye because it was so special to listen to.

And Judy got a huge round of applause from everyone who was visiting the theatre at the time.

Every time I think of Orange, one of the things I remember vividly is how I felt when Judy sang. It was an emotional experience I will never forget.

And this same idea could easily be adapted to your business.

Just ask yourself 'How you could turn doing business with you into a positive emotional experience for your clients?'

If you make customers feel good every time they interact with you that is an easy way to create an army of raving fans.

Action Exercise:

What can you do to create positive emotions for your clients and customers when they do business with you?

Moments of Magic Strategy 3: Watch your first impressions

One of the things we noticed about many of the places that sold food in France was the wonderful way they displayed their products to potential buyers.

It was a visual delight just looking at the displays of delicious looking breads, fruit, confectionary and so much more.

The first impressions were so good that you were strongly tempted to take the next step and actually buy something.

We noticed these wonderful first impressions in both the retail stores and many of the markets we saw as well.

(And yes we spent money in many of these places as well ☺.)

Now the thing about first impressions is that they can be both positive and negative.

And a negative first impression will often have a bad impact on your business…

We had an excellent example of this on our first day in Paris.

We arrived on the TGV from South France. (The TGV is the high speed train that travels over 300 kilometres an hour.)

We had booked a hotel that was close to a popular tourist spot called Sacre Cour. However our first impressions of our hotel were not positive.

It was in a crowded back street that was covered in graffiti. (90% of the cars parked on the street were covered in graffiti as well and the surrounding shops looked very dirty and rough.)

We then looked at our hotel room and it was scary.

The room was tiny, dirty, old and amazingly noisy. (In fact some industrious construction workers were using a jack hammer on a nearby building and it literally rattled our teeth as they worked.)

Based on these negative first impressions we knew that there was no way we were going to stay at this hotel.

So we went onto the Internet and in a few minutes located a delightful looking hotel right in the heart of Paris.

It was called the Radisson Blu Ambassador Hotel, Paris Opera and we immediately booked our stay.

A short taxi ride later and we arrived outside.

This time our first impressions were a lot different.

A door man came out to take care of our luggage.

The helpful person on reception gave us a complimentary drink in the bar while we waited for our luggage to be taken to our room.

We also got an instant upgrade to a room on the seventh floor with its own balcony and a view of the Eiffel Tower.

There was no graffiti in this street and all the local shops were high class and looked great.

We now had a great place to stay and really enjoy our short time in Paris.

We had many moments of magic in Paris and staying at this wonderful hotel was definitely responsible for many of them.

Now this first impressions concept can be used in any business.

It could be something as simple as the words you use…

Here are five magic phrases that customers love to hear and make them feel they are receiving outstanding service.

When the people in an organization begin using these words they also feel more like providing outstanding service.

1: "I'll take care of that for you"

This is a wonderful phrase that is simple and direct.

Employees who use this phrase feel empowered to act.

Customers who hear it feel they are being looked after well.

2: "I take full responsibility."

If there is a mistake somewhere let's admit it.

By taking responsibility we get to solutions and customer satisfaction.

Employees will move heaven and earth they have told customers "I'll take full responsibility"

3: "We want your business".

We should never assume that customers know we want and value their business unless we tell them.

Many businesses act as if the customer was an inconvenience or nuisance.

When someone hears "We want your business", it is clear that the customer counts.

4: "Thank you for thinking of us".

When you buy from any business you are in a very real sense paying a compliment to that business.

When employees say "thank you for thinking of us" everyone feels good.

The person saying it and the customer hearing it.

5: "Consider it done".

These are magic words in business.

They keep customers coming back and set you apart from the competition.

A purpose of any business is to make something happen on time for a customer.

Customers want to know that you will do what needs to be done.

Not that you'll try your best.

"Consider it done" makes the person saying it feel in charge and the person hearing it feel like they are in good hands.

These five key phrases establish positive relationships.

They create confidence and they keep customers coming back.

Action Exercise:

What can you do to make the first impressions your clients have with you far more positive so they enjoy a moment of magic?

Moments of Magic Strategy 4: Create a world class memorable experience

I had the pleasure of interviewing Jean-Michel Jefferson the owner of Ahipara Luxury Travel.

Jean-Michel and his team specialise in luxury tourism (6, 5 and 4+ star) that is focused on connecting clients with New Zealand through special people, places and activities.

They aim to provide their clients with truly special New Zealand holidays that they will remember for many years.

Jean-Michel and his team work with very special people who tell different aspects of the NZ story.

They can be a chef or a wine maker or a Maori chief who's negotiating Waitangi Treaties at the moment.

They each cast their own unique view on a certain aspect of the country.

Based on their interviews with individuals who want to travel in NZ, Jean-Michel and his team match-make them with certain people in the country and certain activities in the country and lodges in the country, to come together with something as close to perfection as possible.

A key concept that Jean-Michel had from the very early days of his business is that there is nothing like going to a foreign country and seeing a friend who is a 'connected local'.

A connected local will show you a lot of things that you would normally never see.

So for 12 years Jean-Michel and his team have made sure that every client gets to meet some very special 'connected locals' as part of their luxury NZ holiday experience.

A great example of this was the very first client that Jean-Michel put together a luxury NZ holiday for.

This particular client had a real passion for wind surfing.

So as part of their luxury holiday Jean-Michel arranged for this client to spend time windsurfing with Bruce Kendall the NZ Olympic Gold Medal windsurfing champion.

Jean-Michel's client will remember that experience forever.

After all, how often does anyone get to enjoy their favourite sport, hobby or interest with someone who is world class in that field?

(It was actually even better than this.

When Bruce Kendall told his sister what he was doing for this tourist client she decided she wanted to go out at the same time.

Barbara Kendall is another Olympic windsurfing champion so the client actually got two Olympic medallists for the price of one as it were!)

Jean- said that we have some amazing people right here in New Zealand. These people are passionate about what they do and are real high achievers in their field.

So Jean-Michel arranges for amazing people like this to a key part of every luxury holiday itinerary that he prepares for a client.

And these people then share what they do with Jean-Michel's clients.

Jean-Michel told what he arranged for one of his clients who was a French lady who'd had a child with a New Zealander.

When her child was 18 this lady wanted to visit NZ so she got in touch with Jean-Michel.

Jean-Michel looked at what she was after and thought 'we can do something very special here.'

So they got her and her daughter onto a private float plane in Rotorua and that private float plane landed at Solitaire Lodge.

The lodge was closed at the time but was opened up especially for Jean-Michel and his two clients.

The clients had a fantastic lunch and dinner at Solitaire Lodge.

The next day they were picked up by a delightful Maori guide, who is actually a chef and an outdoorsman.

He took them to a sacred forest and walked through it with them and explained to them the Maori connection with nature and so on.

Then when they came to a stream he pulled out a couple of pounamu, (pieces of greenstone) and blessed them and washed them in the stream and gave them to the two ladies.

By this stage, already with the walk, they felt really connected and then the two pounamu coming out just reduced them to floods of tears.

They had an absolutely fantastic time in NZ and they were gushing when they left.

As Jean-Michel said 'they are probably still telling other people about their wonderful NZ experience even though it was all over in 3 days.'

Jean-Michel explained that's an example of going a bit further to try and understand what someone's aim is.

And then to really hit that aim as best as you possibly can, given budget and timing and so on.

A key lesson I got from chatting with Jean-Michel is looking for how you can create a world class memorable experience for every client that you deal with.

This is a great way to differentiate your business from many of your competitors.

Action Exercise:
How can you create a world class memorable experience for your clients?

68: Differentiate by using Feel Good with a Great Story Marketing

I watched a delightful family movie recently called 'A Dogs Purpose'.

The movie told the story of a dog who lived and died and was reincarnated as a different dog a number of times. And it had a delightful 'feel good' ending.

There are two reasons I really like this movie.

Reason One: It made me feel good watching it.
Reason Two: It told an interesting story about a reincarnating dog.

Both these reasons apply to effective marketing as well.

In your marketing tell an interesting story and make people feel good at the same time.

When you do both these things well you create easy sales, regular referrals and some terrific no cost word of mouth advertising for your business.

Let's look at two simple ways to use Feel Good with a Great Story Marketing in your own business…

Feel Good-Great Story Strategy 1:

Create 'Inspired Moments' for your clients

A while ago I interviewed Phil Asker the owner of luxury travel company Captains Choice**.** Phil has been in the travel business over 40 years.

He started out in 1971 with a retail travel agency and in addition to that he used to run travel tours at more or less a 3 star level.

In 1994 he changed his focus and decided to aim at the top end of the travel market and do things that other people weren't doing.

In September 1994 he offered his first one off luxury travel tour.

He hosted a two week tour around Beijing and the Great Wall of China, Delhi and the Taj Mahal, Jerusalem and the Holy Land, Kilimanjaro Airport , a game reserve, the Seychelles and then Broome in North Western Australia.

(The tour was done in a charted Qantas 767 specially arranged by Phil.)

In the last 20 years Captains Choice has gone on to charter trains, private jets and small trips for their luxury travel tours and have been very successful in this field.

One of the secrets to the success of Captains Choice is the huge amount of repeat and referral business that they enjoy from their delighted clients. (Around 44 per cent of their passengers have travelled with Captain's Choice before.)

And 'inspired moments' are a key ingredient to help their clients spread the word.

As Phil explained 'we don't list in the brochure everything we do. We often leave it to our tour managers to come up with what we call 'inspired moments'.

Inspired moments are often little things that people just love.

Phil had one of these 'inspired moments' recently in their 'Southern islands of Australia by private plane tour' which he was leading.

They flew into Queenstown in Tasmania and on the private plane he told his clients that the 'West coast wilderness railway' had closed down the previous year.

Phil explained how great it used to be to ride on this train but unfortunately it had been out of action for over a year.

(Unbeknown to the clients on the tour Phil and his team at the last minute had been able to get this train to operate a reasonably short distance on the railway.)

So when they arrived in Queenstown Phil is describing the train. And then he says 'you might notice there is a train over there on the platform and it's our very own private train and we are about to join it.'

Phil noted that a delightful surprise like this is the sort of thing that people just love.
It is something they didn't expect and they get this type of thing many times as part of every Captains Choice tour.

In fact all of the tour managers in Captains Choice compete with each other to provide these 'inspired moments' that are so loved by their clients.

Action Exercise:

How can you create 'inspired moments' when you interact with your own customers and clients?

Feel Good-Great Story Strategy 2:

Create a fun video

A few years ago Tom Dickson the owner of a business that manufactured blenders wanted to increase sales. However Tom didn't have a big advertising budget.

So he did something a bit different. He produced a number of fun videos.

And in each video he would put on a white doctors coat and put common objects like an iPhone, a bag of marbles, an Amazon Echo and many more in his blender.

He would then say 'Will it blend' and turn the blender on.

His first video where he blended 50 marbles was watched by over 7 million people.

The videos made people feel good because it was amazing to see hard objects like marbles, mobile phones and more turned into a pile of dust.

And each video was a great story to tell other people about.

Sales of Tom’s blenders skyrocketed as a result of his 'Feel Good Great Story' video marketing.

The best news of all is how affordable this was for Tom to do. (He shot his first video on a $50 budget!)

You can see many of Tom’s videos at www.willitblend.com

Action Exercise: What fun video could you create that would make people watching it feel good and give them a great story to tell other people about?

Feel Good-Great Story Strategy 3:

Support a charity you believe in

I was chatting to Sally Feinerman, the owner of a personal training business called Fitness Fix.

Sally explained that when it's done strategically, charitable giving can be good for business.

Sally has discovered that you can promote your charitable activities to build good will in the community, enhance customer loyalty, heighten brand awareness, and, yes, even increase sales.

Sally is a very healthy fitness trainer.

In December 2011 she was admitted to hospital and found to her shock that she needed to have a pacemaker fitted.

As she was recovering in hospital it became very clear to Sally that the purpose of having a pacemaker fitted was so that she could get out there in a bigger way to share her own heart story and inspire others to do the same.

Sally says having a pacemaker doesn't need to change your life.

She sees it as an opportunity to continue normal daily activities.

She challenges others with similar conditions to "stop asking 'why me' and instead look for ways to turn their situation into a positive."

Here are some of the things Sally did in her business...

She set up a free walking group for women to attend each Saturday and in return people gave her a gold coin donation for the New Zealand Heart Foundation.

By donating to her group you will be helping the Heart Foundation continue its vital work in research, cardiac rehabilitation, education programmes and resources.

By joining the group you kick start your weekend with a spectacular walk in amazing scenery, with a fun group of like-minded women, while raising money for the New Zealand Heart Foundation at the same time.

Once the ladies have joined the group the other members who train at Fitness Fix sell the benefits of training at her studio.

Sally has created a community of raving fans and the members feel great knowing they are giving back at the same time as working on their fitness.

Sally also holds events at her studio and charges a per person cost and all profits go to the Heart Foundation.

All this helps the New Zealand Heart Foundation and it's also created some very positive publicity for Sally and her business.

Sally was selected also as one of 24 extraordinary runners from around the world to be a Medtronic Global Hero at the Medtronic Twin Cities Marathon in Minneapolis, USA, on October 6, 2013.

Medtronic first heard about Sally's story when she featured on TVNZ *Breakfast* in 2012 in an interview about her running achievements less than a year after having a pacemaker fitted.

This was a fully sponsored trip and has given Sally even more media opportunities and a bigger platform to spread her message.

For Sally her big goal is to help stop women dying prematurely of heart disease.

Here are three of Sally's tips to getting started with marketing that does good:

1: Pick a cause that you believe in.

This helps elevate your involvement from something you feel you should do to something you truly enjoy doing.

2: Look for a local charity.

Knowing that you're helping your own community can make your involvement more meaningful, especially if it also enhances the well-being of family and friends and clients in your area.

3: Find a cause that relates to your business.

Support a charity that affects and influences your target market.

For example if you are in the beauty industry in New Zealand you may want to sponsor an event such as Look Good Feel Better.

This is a free service offered to women undergoing treatment for cancer. They help restore and enhance the appearance of cancer patients during and after treatment."

I like what Sally is doing. It's a great reminder that supporting a local charity is another excellent way to use 'feel good with a great story' marketing.

Action Exercise:

What charity or cause could you support with your business?

Feel Good-Great Story Strategy 4:

Use an 'already made' inspirational video

I watched a remarkable video recently. It was an audition on "America's Got Talent" by a young singer pianist called Kodie who is blind and autistic.

His amazing performance shocked the audience and left many in tears. (And I have to confess that I got emotional as well.)

You can watch the video of Kodies audition at this link https://urlzs.com/d5bjD
Or just Google "Kodie Lee AGT audition"

The video was watched by over 15 million people in the first three days and is a great reminder that the limitations we all have don't have to stop us from achieving results that are extraordinary.

The video is also a terrific example of 'Feel Good Great Story Marketing' You feel good watching it. And you want to tell other people about it.

The good news is that there are four simple ways to use 'already made' inspirational videos (like the Kodie Lee audition) to positive market your own business and get some terrific word of mouth advertising at the same time. Let's cover them quickly

1: Mention the inspirational video in a promotional sales email that you send out.
(In other words you have a sales offer in your email.)

Here's an example of the type of email you could send…

Subject: A remarkable video that shows anything is possible.

Hi John, I think it’s a great idea to spend some time looking at the positive side of life. Which is why I’d like to recommend a remarkable video about a blind and autistic young man called Kodie Lee who auditions on the TV show ‘America’s Got Talent. ‘His performance was extraordinary and moved many of the audience to tears. (I even got choked up myself) The video is only 8 minutes long is a great example that the limitations we all have are no barrier to greatness.

You can watch it at this link (put in link to watch the video)

This video has inspired me made me want to do something remarkable for all our valued clients and friends.   You can see the full details at this link.

(Then when they click the link mention something special you are offering to all your clients who buy a particular product or service or spend a certain amount of money.)

Whether or not you take advantage of this special offer I trust you enjoy the video. I found it great. Kind regards Your name.

2: Have the video play on a page of your website and have a sales offer on this page. (Get your webmaster to set this up for you using a video hosting service.)

3: Send an email to all your clients and key prospects and invite them to watch the video and give you feedback on the video. Then give everyone who responds with feedback within X days a special unadvertised promotional offer.

4: Send an inspirational email to every client on your database. Invite them to watch the video and share it with their friends by forwarding your email. (Make sure you have your business name and website details on the email you send.)

That way your business will get some nice word of mouth exposure (at no cost) when people forward it to their friends.

The good news is that there are literally thousands of short inspirational videos that have already been produced.

And you can use them to do some super effective ‘feel good great story marketing’ for your own business.

Action Exercise:

Google Inspirational Videos and you'll find a lot of short videos that are really inspirational. Then use any of these four strategies with one of these videos.

There are many ways to use Feel Good with a Great Story Marketing in any business.

It's a fun and positive way to quickly differentiate your business from all of your competitors as well.

69: Differentiate by focussing on creating personal relationships in your marketing

Jane Applegate is an award winning writer, speaker and the author of an excellent book called '201 Great Ideas for your Small Business' which is well worth reading.

I had the pleasure of interviewing Jane a while ago.

When we talked, Jane noted that people are starting to suffer from social media fatigue.

She felt they are devoting way too much time to their social media platforms and ignoring the critical issues that are facing their businesses.

Jane thinks that it's most important to focus back on the personal relationships that we have because we do business with people, we don't do business with companies.

In our interview, she gave me a number of personal relationship strategies that are very simple and basically cost very little to implement.

Here are some of these strategies:

First, reconnect with your best customers and clients.

So pick up the phone, set up a face-to-face meeting, meet them for breakfast, set up a Skype call etc. Just call them up and find out what they're working on, where they are, what challenges they are facing and see where you can be of service.

Jane thinks that's really important because if we start taking our customers and clients for granted they will most definitely drift away.

The next strategy is to join or re-join or start attending again any sort of local networking or professional group.

People say they are too busy, they are too tired, they can't get out to that Chamber of Commerce meeting or Business Association Meeting etc.

Jane thinks that's a huge mistake.

She thinks that once a week you need to get out to mix and mingle with like-minded business people.

When Jane goes to a business meeting, she has always made some valuable connections.

One really fun little strategy that's in Jane's book is to always ask somebody for two if not three of their business cards. Why? Because if you think that they are a valuable person you can keep one card and then pass the others along and people are especially flattered.

As Jane explained, when I meet you and I say 'wow you're terrific, I want to keep in touch, may I have two cards,' all of a sudden they just light up because you are going to become their PR person. So that's a really fun, easy sort of networking strategy.

The idea is to figure out how you can be of service to them. Ask them what they are doing, what they need. It's just important to get out and look people in the eye and not suffer from the small business isolation that a lot of entrepreneurs suffer from.

Jane shared something else I really liked.

She said don't be afraid to go a little old school and start using the telephone and writing letters again. Jane has gotten through to some amazing people who completely ignore email at the moment but when she sent them a personal note or scheduled a telephone call, she seemed to move forward and make a positive connection.

I like Jane's ideas of developing personal relationships at a much deeper level with the people in our business.

I recall that one of the most successful real estate people I interviewed told me his secret to success was he got on the phone for one day every three months and just rang up the top 20 per cent of his customers for a quick chat.

He said that works far better than 100 emails to the same people and it keeps him busy for the next three months in terms of new business.

Look for ways to deepen the personal relationships in your business.

Action Exercise:

What can you do to start developing the personal relationships in your business?

70: Differentiate by telling a great story about your business

PR expert Angela Betancourt https://angelabetancourt.com/ reminded me a few years ago about the power of storytelling in marketing.

Angela explained that every person, every brand, and every company has a story.

Your personal story is what makes you who you are and what differentiates you from everyone else.

The same is true for your business, brand or service.

One of the most effective PR strategies is the act of discovering this story and using it to create your message and share it with your target audience.

Since the start of human civilization, storytelling has been a vehicle by which we can share information and connect with others.

In 2012, Angela worked with a very talented chef at a restaurant who had just acquired the title of Executive Chef.

Since this was a new chapter in his life, he wanted to establish an identity for himself that would separate him from his competition.

In her first couple of meetings Angela asked him a lot of questions about his life and career.

What she learned was that he had a very colourful background.

Prior to attending culinary school, he was a classical dancer, a comedian, and a Marine.

These different past lives were a part of who he had become; they were all a part of the story that led him to become a chef.

His unique story and passion for cooking were the two things Angela focused on the most when executing his PR campaign.

He spoke openly and engagingly about his career during interviews and he ultimately made it on the cover of the lifestyle section of a major Miami publication.

Within the four month campaign, Angela was able to secure coverage on two local news stations, dozens of other local and national publications.

People were interested in knowing more about his reinventions.

The campaign result: half a million dollars' worth of press coverage, increased social media presence, and a coveted spot in the Grand Tasting Village at the Food Network's South Beach Food and Wine Festival.

His unique perspective on the culinary world is influenced by his story.

This is what made him different than other chefs. Telling his story about his career transformation and his love of food was one of the main factors behind the media relations success.

Over the years Angela has spoken to many people who underestimated the power of their own story.

She speaks to many people who believed that they didn't have a story at all; that somehow their business idea just presented itself one day or that they fell into a particular industry by accident.

But after speaking with them for a while and asking them a few questions, she always discovers that they indeed had an impressive and impactful story.

Telling your story is about sharing your experience and thus making it easier for others to connect with you.

It's about being genuine and requires some vulnerability and openness. It's about "keeping things real" and human.

A company that wants its customers to know that it cares about them shouldn't do so with just facts and statistics alone.

That company should share a story of how it recently helped a customer, how it made a difference in a community, or how it went out of its way to accommodate someone.

That kind of story will communicate caring more than a percentage or figure.

So what is your story?

Here are some questions you can ask yourself to get started:

-What is quirky about me that I don't always share with others?
-What was the hardest thing about starting this business?
(Challenges are great teachers)
-What events in my life lead me to this business?
-What are unique things about the people that work here?
-What is one thing people might not know about us?

Discovering your story and sharing it with your target audience is a powerful marketing strategy and a great way to quickly differentiate your business from most of your competitors.

Action Exercise:

What is an interesting story about you and your business that might be worth sharing?

71: Differentiate by explaining your benefits in an interesting way

Just explain what you do in an interesting way that is of benefit to a customer.

Example:

I read an interesting book by Ben Feldman called ‘Creative Selling for the 80’s’.

Ben is a legendary insurance salesperson who was one of the first people in the world to sell more than one hundred million dollars of life insurance in one year.

In his book, Ben explains many of the ideas he shares with his clients.

One is called 'Discounted Dollars'.

Ben explains to people that he sells one dollar notes for 3 cents each.

When explaining his discounted dollars ideas to clients, Ben explains that the 3 cents is the cost of the insurance policy premium and the one dollar is the value of the insurance policy.

Ben goes on to explain all the different ways you can use these discounted dollars to do things like; pay for your children's university education, buy out your partner in a business and so on.

People are intrigued by this idea of discounted dollars and Ben sold a lot of life insurance as a result.

Another way to explain benefits is to use your customer's words:

This is obvious when you think about it. (Yet we often miss the obvious!)

Whenever you talk with your customers ask them what sort of ideas they have about what you sell. Just one thing they say can be a key idea that you can use to make sales to other customers.

Example:

When I was selling Investment Property a while ago I would give clients a lot of product information.

I would talk about the properties we had for sale, how we managed them, what the financial projections looked like and a whole lot more.

I made a few sales, but it was hard work.

Then one day a new client called James told me that he had found a way to explain to his wife why they should use my services to buy an investment property.

He told me he had been trying for days to explain to her why owning an investment property was such a good idea.

However he could never explain it simply.

Then one day it hit him.

He asked his wife to think about their next door neighbour who was a sheep farmer.

Our neighbour has all these sheep on his farm and each day they are going up in value as they got bigger and older.

Our neighbour is actually ‘making money while he sleeps’, James explained to his wife.

‘And owning an investment property is just like that’, James told her. ‘We will make money while we sleep and Graham’s company does all the work’

This one idea of ‘Making money while they sleep’ appealed to James’s wife and they became clients shortly afterwards.

Action Exercise:
How can you explain the benefits of your product or service in a far more effective way from your customer’s viewpoint?

72: Differentiate with AVSIT Marketing

When I look back over all my years in sales and marketing, there is one strategy I wish I had used a lot more often than I have.

And that strategy is something I call “AVSIT Marketing‟.

AVSIT stands for Add Value Stay in Touch.

AVSIT Marketing means you stay in touch with three groups of people on a regular basis.

Group 1 is your past and present clients.

Group 2 is potential clients who have made contact with your business but not yet spent money. (I call these people “Clients in Waiting.” ☺)

Group 3 is key “Centres of Influence” who can potentially refer large numbers of new people to your business on a regular basis

Here’s something important to remember:

A lot of the people you are in contact with right now would love to use your services or buy the products you are selling.

However, sometimes the timing may just not be right for many of these people to make a purchase today.

Most business people (at some point) make a huge marketing mistake:

We think that if a person does not buy right now, it means they will never buy.

So we never follow up and stay in touch.

When we have this short sighted attitude to marketing we usually end up throwing away a small fortune in easy sales.

(I can speak with great authority on this mistake in marketing because I have personally made it many times!)

And that’s why AVSIT Marketing works so well.

Here are three ways to use AVSIT Marketing in your business:

AVSIT Marketing Strategy One: The Added Value Dripping Tap

The concept of the added value dripping tap is very simple to explain.

A dripping tap goes “drip, drip, drip” continuously over a period of time.

Each individual drip does not seem to have much of an effect.

However, over time these continual drips can fill a container and can even wear a hole in something hard like stone.

Now think of each drip as being a communication from you to a client, potential client or key centre of influence where you *add value* in some way.

There may be no apparent result or impact from each individual communication you send. But over time, with repeated communications you can create a huge number of new clients, repeat sales, referrals and testimonials.

Here’s a great example of the Added Value Dripping Tap strategy:

I interviewed a top selling real estate sales professional called Tim a while ago and he told me that 66% of his business each month comes directly from referrals.

(In other words people contact him and ask if he can sell their current home or help them to buy another one.)

And he gets all these referrals by using a super simple (yet amazingly effective) Added Value Dripping Tap programme.

Tim has a small database of only 250 people. And each month he sends these people a one page “snail mail” letter and a four paragraph email.

(He also phones each person and speaks to them briefly three times a year.)

In his one page “snail mail” letter Tim says hello and mentions a local business that he has used recently and can highly recommend.

It might be a great café, excellent tradesperson, helpful professional person etc.

He gives the full contact details of this business and explains exactly why this business is so good. Tim then sends a short email the following week that is the key to his Added Value Dripping Tap programme.

The email says something like this:

"Hi John, just wanted to let you know that the XYZ business I mentioned last week in my letter has now been popular with some of my clients. A number have tried it out and really like it. I also want to take a moment to personally thank Fred Smith, Jane Evans, George White, Mary Brown and Elizabeth Green for giving me referrals over the last month. I really appreciate their thoughtfulness. Have a great month and if you have any friends or colleagues who are interested in buying or selling a home I'd love to be of service. Kind regards. Tim."

Tim adds great value to his database by recommending a good local business each month. He then adds more value by publicly thanking in his email every single person who has given him a referral in the previous month.

Tim also personally phones each person on his database once every four months and has a brief chat with them for 1-2 minutes.

Tim told me it took 12 months of action before his Added Value Dripping Tap strategy started working well for him.

However he now gets 66% of his sales every month by referral from the 250 people he uses his Added Value Dripping Tap strategy with.

You'll notice that Tim uses both email and good old fashioned "snail mail" as part of his Added Value Dripping Tap strategy.

And makes three short phone calls as well.

So I recommend that you use a variety of different ways to communicate with the three groups of people that I mentioned earlier.

Clients, potential clients, key referral sources.

Action Exercise:

How will you implement an added value dripping tap strategy in your own business?

What type of material could you send out on a regular basis that the key people on your database would find useful and valuable?

What will you send in hard copy format and what will you send in digital format?

(Your main goal here is to "Add Value" each time you touch base with people.)

AVSIT Marketing Strategy 2: Use a Two Page Added Value Newsletter

I'm a big fan of simple marketing strategies that work well to boost sales.

And one of my favourite marketing strategies is what I call a Two Page Added Value Newsletter.

I discovered the power of a Two Page Added Value Newsletter around 25 years ago.

At the time I was selling sales training services to sales managers and sales teams.

To make sales I would phone up sales managers and book an appointment to see them.

I would then meet with sales managers, explain the products and services I had and some of the sales managers would buy from me.

I was doing okay but not really setting the world on fire with my sales results.

I then wrote the first issue of a two page added value newsletter that I called "McGregor's Message."

The newsletter had two simple sales improvement ideas on the first page.

Along with some simple action steps that people could use to put these ideas into action.

On the second page I had a list of helpful sales improvement resources and a funny business cartoon.

I made 100 copies of this two page newsletter and mailed it to my clients and potential clients.

I did this for a few months and a number of people told me they liked the positive ideas I was sharing in my two page "McGregor's Message‟ newsletter.

And at the same time I had a good number of people who read my newsletter contacting me and asking if I could be of help to them.

What I had accidentally discovered was the value of sharing helpful ideas in an easy to read format like a two page added value newsletter.

When I did that regularly people remembered me positively and it stimulated some very easy repeat and referral sales.

Fast forward 25 years and I've discovered that a simple two page newsletter still works remarkably well to boost sales.

And the best thing is that the ideas in the newsletter don't even have to be about the products or services you sell to stimulate referrals and sales.

As long as the ideas in your newsletter are positive and helpful to your readers, you will get remembered positively and get some every easy repeat and referral sales.

Here's a good example:

I write a two page newsletter called "The Good News Report" that has some positive ideas on how to enjoy more success and happiness in your life.

It also has two fun cartoons.

Now I sell marketing resources and my Good News Report newsletter is nothing to do with marketing.

However I send this positive newsletter out to around 100 clients, potential clients and key referral sources every month in hard copy format.

I also include a short cover letter that says hello and mentions one of my marketing resources that may be of interest.

Every time I send out my newsletter I get a number of people who make enquiries about my marketing resources.

(And a large percentage of these enquiries lead to sales.)

Over the last few years I've been testing my two page newsletter concept with a variety of businesses.

And when used regularly a two page newsletter seems to stimulate some very easy repeat and referral sales.

Here's a good example:

I customised my Good News Report newsletter for a local real estate agent and suggested that he mail it out to several hundred of his clients and key referral sources each month in hard copy format.

I gave him a short cover letter to send with each newsletter that he sent out.

I explained that by sharing helpful ideas like this he would be remembered positively every month.

Which should then stimulate some very easy referral and repeat sales for his real estate services.

The real estate agent tried my idea for a few months and it worked exactly as planned.

“I am delighted with the response we get to the Good News Report Newsletter! In the last month I have listed 9 auctions, 3 were referrals, 3 were past clients, and 2 were from my centre of influence. 8 of my auction listings had been receiving the Good News Report. (The other one was from cold calling). I find that the newsletter is also a good conversation starter whenever I call by phone or visit people. All round I am finding it very useful.”
Tony White
Harcourts Real Estate

How can you use a two page Added Value Newsletter in your own business?

Step One:

Identify 100 people who know your business and what you do. These could include past and current clients, warm prospects and key referral sources.

Mail them a two page added value newsletter once a month that contains ideas they will find useful.

The newsletters that seem to work the best to stimulate repeat and referral business are the ones that contained helpful ideas on personal success and motivation.

So based on that I suggest you include these types of ideas in your own newsletters.

Step Two: Enclose a short cover letter with each newsletter that you send out.

This cover letter should explain why you are sending them the newsletter.

The cover letter should also mention (in a low key way) one of the products or services that you offer and invite people to give you a referral if they have a friend or colleague who may find a product or service like this of value.

Step Three: Keep doing this every month for at least six months

In my experience the biggest benefits of sending out a two added value page newsletter come from doing it consistently month after month. And not just doing it once or twice.

Action Exercise:

Create an interesting two page newsletter that has helpful ideas on personal success and motivation.

Give it a catchy title and send out at least 100 copies each month in hard copy format by “snail mail”.

Enclose an interesting cover letter with each newsletter that explains why you are sending it.

And in your cover letter mention one of the products or services you offer in a low key way and invite readers to either ask you for more information or give you a referral.

You may like to email me if you would like to get some samples of my Good News Report newsletter and see how white labelling it for your business could work as part of an AVSIT Marketing programme.

AVSIT Marketing Strategy Three: Use the ‘Rule of Six’ with potential clients

The rule of six in selling says that you can multiply your sales by contacting all your potential prospects at least six times within a 12 month period.

There are two steps to using the “rule of six” AVSIT Marketing strategy.

Step One: Make the decision that you will send an added value communication to a reasonable number of potential new customers at least six times in the next 12 months. (Most business people have never made this decision.)

Step Two: Choose what you will send your potential customers in each of these six communications.

Example: Let’s say you are a real estate sales professional.

Here are six things you might send out to stay in touch over a twelve month period with potential prospects for your real estate services.

1: An interesting article on “10 reasons why now is a great time to buy (or sell) real estate.” This is something you could easily write in an hour or two.

And because your name is on this article it will also have the extra benefit of positioning you as an expert on real estate at the same time.

2: A copy of 4-6 positive testimonials from some of your delighted real estate clients.

These testimonials should talk about why clients love using your real estate services, the benefits they have enjoyed by using your services and why they highly recommend your services to other people.

(Positive client testimonials are one of the most powerful ways to convince potential clients that using your business is a smart choice.)

3: A packet of Easter Eggs with a hand written note at Easter.

The note could say something low key like this. „Hi Mary, just a quick note to let you know that if you would like some helpful ideas on how to get a great price when you sell your home I'm here to help. In the meantime here is a packet of Easter Eggs with my compliments. Kind regards. Your name."

A note and small gift like this is totally unexpected and a great way to get people remembering you positively.

(Even if they don't use your services themselves they could still easily recommend your real estate services to other people they know.)

4: A short letter along with an interesting article on why we procrastinate on the most important things in our life. (Things like money, health, and relationships.) The letter would talk about how good it is to make a decision in important areas of your life and how you are there to help them when they make that decision to buy or sell a property. Again you are adding value by sending out helpful information like this.

5: A copy of a short article called "7 quick tips to get a good price when you sell your home".

Obviously one of the tips would be "Use a great real estate agent like me."

You could write this article in a few hours and it can also be used a lot of other different ways to promote your real estate services.

6: A scratch and win lottery ticket, or "scratchie" as they are sometimes called. (When you send out something like this you could include a note that explains why you sent it.)

"Hi Sue, I've enclosed a fun instant scratch and win lotto ticket. In the next 15 seconds you could potentially win $50,000. Now you probably won't win big.

However when you use my real estate services I can guarantee I will do my best to make sure you get the highest possible price when you sell. This could easily be worth thousands of dollars more in your pocket. I'm here to help when needed. Kind regards. Your name."

This type of letter and unexpected gift is an excellent low cost way to build a great relationship with potential real estate clients.

Now when you add up what you have invested in staying in touch with each potential real estate client it works out to about $30 per person over a 12 month period.

So if you do this with 100 potential clients you will have invested around $3,000.

The good news is that just one sale from any one of these clients will cover your total investment many times over.

And best of all you will now have a wonderful relationship with 100 people who can easily recommend your real estate services at any time.

The Rule of Six is an excellent AVSIT Marketing strategy to use with potential clients and customers and I recommend you use it in your own business as well.

Action Exercise:

Choose at least 25-50 potential customers that you will use the Rule of Six AVSIT Marketing Strategy with.

What will you send each potential customer in the six added value communications you have with them over the next twelve months?

Summary:

In this marketing guide we've now covered 72 proven strategies to positively differentiate your business from all your competitors.

I recommend that you read through these strategies on a regular basis and put at least 10-20 of them to work in your business.

You don't have to use all these strategies in the first month.

Just put into action 2 strategies each month that will positively differentiate your business from all your competitors.

And in six months you'll now have 12 of these strategies working for you.

I know you will be delighted with the results from doing this

Warm regards

Graham McGregor

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SIMPLE MARKETING ANSWERS

Here's a valuable lesson about taking action:

I used to present seminars on goal setting. I noticed that only one thing ever worked if people wanted to achieve consistent results.

And that one thing was taking action every day toward the goals that were important to them. What didn't work was anything else.

In my goal setting seminars, I observed that a person might write down ten goals they wanted to achieve in a year. Provided they took daily action on these goals, it was very common for a person to achieve 6-8 of these goals. If they didn't take daily action, they might only get 1 or 2 of these goals.

Daily action was the key to great results.

In one goal setting seminar I asked all the people to write down at least 20 exciting goals they would like to achieve for themselves in the next 12 months.

I then encouraged them to pick one goal that really inspired them and write a list of 10 action steps they could use to get closer to achieving that one goal.

I asked everyone to pick one of these action steps and take action on it within the next 24 hours. One of the people in this goal setting seminar was my 75 year old grandmother. (She had paid good money to come to this seminar and I noticed she was writing furiously and taking lots of notes.)

I asked her at the end of the seminar what was the one goal she had picked. She told me that it had always been her dream to drive a car.

For her whole life she had always been driven everywhere by other people as she had never learnt how to drive.

I was a bit surprised by this and asked her what her next action step was going to be. She winked at me and told me I would find out tomorrow.

The next day, she went down to a car dealer and paid cash for a brand new car. (Remember she had never driven a car in her entire life.)

My Grandmother then took 18 months of driving lessons (with some very patient driving instructors) and finally received her driving license.

For the next 12 years she had the time of her life driving her car around the busy city. My grandmother taught me many valuable lessons before she passed away at age 89.

The most important lesson was that if there is something you want you must take action.

So here are your action pages to put some of these Differentiate or Die marketing strategies into action in your own business…

Action Page Month One:

What strategies in Differentiate or Die would you like to put into action in your business in the next month? (Select two or more.)

List each strategy and the action steps you will take to put it into action:

Strategy One:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Strategy Two:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Congratulations on getting into the game and taking action!!

Action Page Month Two:

What strategies in Differentiate or Die would you like to put into action in your business in the next month? (Select two or more.)

List each strategy and the action steps you will take to put it into action:

Strategy One:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Strategy Two:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Congratulations on getting into the game and taking action!!

Action Page Month Three:

What strategies in Differentiate or Die would you like to put into action in your business in the next month? (Select two or more.)

List each strategy and the action steps you will take to put it into action:

Strategy One:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Strategy Two:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Congratulations on getting into the game and taking action!!

Action Page Month Four:

What strategies in Differentiate or Die would you like to put into action in your business in the next month? (Select two or more.)

List each strategy and the action steps you will take to put it into action:

Strategy One:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Strategy Two:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Congratulations on getting into the game and taking action!!

Action Page Month Five:

What strategies in Differentiate or Die would you like to put into action in your business in the next month? (Select two or more.)

List each strategy and the action steps you will take to put it into action:

Strategy One:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Strategy Two:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Congratulations on getting into the game and taking action!!

Action Page Month Six:

What strategies in Differentiate or Die would you like to put into action in your business in the next month? (Select two or more.)

List each strategy and the action steps you will take to put it into action:

Strategy One:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Strategy Two:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Congratulations on getting into the game and taking action!!

Helpful Resource:

If you would like to create higher sales and delighted clients for your business I invite you to subscribe to my daily marketing tips and receive a free digital copy of my brand new marketing guide 'The Fell Good Sales Bonanza.'

Just go to www.grahammcgregor.com to get instant access.

Here are just some of the things you'll see in 'The Feel Good Sales Bonanza' as soon as you subscribe

-The two sentence fun formula for massive sales growth in any business (See page 2)

-The 'Free Cake' strategy that a smart café used to be full with delighted high paying customers all day long (See page 7)

-The 2 minute video that is free to watch and has a priceless lesson on creating massive sales growth for any business. (See page 21)

-The three words that massively increased sales for a consulting firm. And made them irresistible to potential new clients. (See page 27)

-The fun strategy that increased the sales of a commodity product by 500% in less than six months (See page 18)

-The incredible sales difference the CYW strategy makes when talking about your product or service. (See page 25)

-The 'One Person Right Now' strategy that creates hundreds of loyal raving fans in only 5 minutes a day. (See page 52)

- How the fun MTL strategy sold a million and half copies of a book with blank pages. And why this fun MTL strategy works so well to create massive sales increases for any business. (See page 31)

-How a vet clinic used MTL to create massive positive publicity without spending a single dollar of money. (See page 37)

-And much, much more.

You can download your complimentary copy of 'The Feel Good Sales Bonanza by going here…

www.grahammcgregor.com

Here's why subscribers find my daily marketing tips so valuable…

"Hi Graham, many things that you have published in your emails have been helpful but if I have to point to one is "just reaching out to your client base to stay in touch and ask how to help". The fact that I have made it a number one priority to keep up with my current clients and following up with all inquiries into our practice has drastically increased the lifetime value of our small client list and business revenue. I even cast these ideas on to my son that has a budding sales and marketing position in the automotive industry and he is seeing great results. Thanks for your encouragement and words of wisdom." **John E. Walters**

"Hi Graham, You speak to me directly, and ask simple questions, almost commanding engagement. I've sent you a number of replies for whatever reason. I always see your emails. I'm not sure I can say that of any other marketer, and I receive literally thousands of emails per day. thanks!" **Dan Hollister**

"Hi Graham, You are always loaded with a huge amount of great ideas and advice. The most important advice you give is to take action - EVERY DAY even if it is a little step..... as little steps turn into big steps and this action also gets you into the Planned Routine of taking action towards things that matter in your Business. Thanks for being a sharing, caring, Business Associate and friend from the "land of the great White Cloud." **Paul Diener**.

"Dear Graham all your nuggets of wisdom are precious. ☺ The one that I have loved the most in the last few months is the Bullet Point one. It's an area that I keep trying to master." **Vatsala Shukla**

"Hi Graham, Yours is one of the few emails I receive that I look forward to and read consistently. As a fellow marketing trained biz guy, it is truly a pleasure to learn and/or be reminded of your timely insights. I especially like the daily quotes which also is an interest of mine for decades :) Have a great weekend and thanks for all the good you do Graham!" **Gary Nichols**

"Hi Graham, The truth is every ideas or strategies you shared are golden. One of my favorite is creating a repeatable marketing campaign. When you have a repeatable marketing campaign or system in place your funnel is always full with leads. Thanks for sharing your wisdom always." **Naeem Joseph**

"Graham, I so look forward to receiving your messages. Everyone else seems to be on a hard-sell kick. You put it out there plainly and easily digestible. I have learned so much from you over these past several months (not sure how long I've been getting your emails) You are an inspiration. What you say just makes sense on so many levels. Not to fluff up too much, but I do rank you as a "keeper" of emails that I review daily. I never even think about unsubscribing. What you produce is too valuable. I told my partner several months ago that there are really 2 people's materials that I get that are quite educational for a small businessperson. I keep a folder of your messages on Outlook. I want to make sure I have ready access to them. Hats off to you, Graham!" **Jack Peters**

"Hello Graham, I look forward to reading your emails and I'd say one of the most important things I've taken from them is that it's a good idea to take time to re-evaluate my current sales strategy to see if there are not some simple tweaks I can make to achieve better results – thinking outside the box, as it were. Thank you!" **Rebecca Hunt**

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Thank You:

Thank you very much for reading this guide. I trust you found some valuable ideas in it that you have now put into action.

I love to hear from all my readers:

Feel free to email me on *graham@grahammcgregor.com* and let me know what you have found most useful in 'Differentiate or Die.' And what you have put into action.

I personally answer every email I receive.

Graham McGregor

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