

Session 1: Introduction to Marketing

Key Points...

1. This program is about **MARKETING**.
 - Marketing is about getting customers for your business.
 - If you don't know how to get customers, then you don't have security or stability in your business - it's that simple.
2. Most people won't go out and get customers for their business.
 - Most businesses die - their founders losing precious money, time and energy.
 - If you ask them why their business failed, you will consistently hear a common theme: "I didn't have enough customers."
3. Business success is very different from job success.
 - People bring mindsets from previous experience to their new experience.
 - We tend to bring a "job mindset" with us as we build our businesses.
 - Job success is about reactively doing work, and business success is about pro-actively getting customers.
4. Are you willing to do whatever it takes to succeed?
 - The willingness to do whatever it takes is key to succeeding with marketing.
 - You'll often have to step outside of your comfort zone to have marketing success.
 - You will have to face and overcome your fears of embarrassment, rejection & "pushing" people. This isn't about doing anything unethical, but it is about breaking through your fears.
5. Definitions of Marketing:
 - Getting Customers: very broad.
 - Advertising: find where new customers are and getting in front of them with your marketing message.
 - Sales: proactively finding people yourself, one to one, asking questions about their needs, and getting them to tell you what you need to do to get them to buy, then closing.
 - Conversion: whenever a customer takes an action (clicking on an ad, subscribing, completing a survey, buying, taking an upsell, etc.).
 - Upselling & Re-Marketing: the real money is not in getting the customer in the first place, it's in getting them to buy **MORE** stuff from you. It's 3-10x less expensive to sell something to an existing customer than it is to go out and get a new customer. Find out what your customers want to buy after they buy your product.
6. Commit yourself to learning and mastering marketing.
 - It's the most important thing you can do for the success of your business and your financial future.