

Marketing Systems That Make Money

How to pick your ideal customer and get them to pick you – every time.

This Marketing Kit is designed to help you identify your organization's Signature Strength. This Signature Strength Process will make you the obvious choice for your ideal customer – regardless of price. It will uncover that combination of what you do, how you do it, what your ideal customers value the most, and how you will deliver your unique offering.

■ If you can't do this, then don't bother: The 5 Truths You Must Accept to Make Your Marketing Work

There are a few things you need to know to be true before you can actually make this process work for you. It's not enough to just say that you know it's true – you have to know it at the level that you know that the sun rises in the East and sets in the West. No question.



1. You are unique. There is no one out there that is just like you, your company or your offering (product/service).

By definition, you are already unique. No other organization – even if they sell what you sell, where you sell it, at the same price – is like you. Think about that. Each of us is a unique individual – as evidenced by our fingerprints and DNA. Using that logic alone, no other company has the unique combination of people and intellectual capital that you have. You are unique.

2. Your passion is your soapbox and that's the best and only commercial that works.

You are in this business for a reason. You know certain things about your industry and market that makes you the indisputable authority on how things are. By virtue of even reading through this, you have earned the right to spout off.

This is where your passion comes from. Your success (as it relates to your business) will come from either a passion or a peeve – one or the other.

You have a passion about this business – otherwise you would have never made a sale and you would have no customers. That passion is somehow communicated to the customers that enjoy doing business with you and with whom you enjoy working.

3. You have ideal customers and they will buy from you no matter what, regardless of price.

Whoever said you have to work with people you don't like – was working way too hard for way too little. There is no rule out there that says you have to work with people you don't like – who probably don't like you. It stands to reason that if they don't really like you, then they are going to complain about everything. If they complain, then you have to resolve their complaints and try and please someone who can't be pleased. This is really expensive and takes money away from you and from those customers that love and value what you provide them. So don't do that anymore, it just isn't worth the aggravation.

4. The only thing that matters is your ideal customer and what's important to them when they are buying what you're selling.

Now that we've established that you're only going to work with customers that value what you have to offer, it makes sense to focus on who they are and what they want and how you're going to give it to them so they don't have to get annoyed and get it somewhere else.

No customer ever really wants to change who they get stuff from. Especially in today's complicated marketplace. Changing is just too hard and requires them to make a fairly complex buying decision when they have far better things to do – then think about you.

5. Be where your ideal customers are, give them what they want, take their money and say thank you.

This last truth is all about your system. The only function of marketing is to create a system that gets and keeps customers. All that other stuff – like advertising, mailings, public relations, trinkets and trade shows are the ways and means that marketers use to get and keep customers. You need to put your focus on the who your ideal customer is, what's important to them and how you're going to make sure that they get it from you. Everything else is a waste of time, money and brain power.



Section 2: Their Desire

What things are important to your typical prospect/customer when buying what you sell? **WANT** – What do they **REALLY** want, what do they value, and what will they pay any amount of money for?

What customers really want	Why does the prospect feel the emotions you listed?

In this part, you will move out of your world and get into your ideal customers' world. The objective is to understand clearly and specifically what emotions your customer experiences as they go about purchasing what you sell. The key to being their obvious choice is understanding what triggers to them as begin a purchasing decision, what emotions they feel, how intensely they experience them, how often they experience these emotions and for how long. The higher the intensity, frequency and duration of the emotion, the more likely they are to act. If the emotion is negative – they will want to move away from it. If the emotion is positive – they will want to move towards it.

1. VISCERAL TRIGGER – What physical emotions or feelings might the typical prospect or customer be having BEFORE, DURING, and AFTER the sale (anger, fear, confusion, frustration, skepticism, - toward the industry, product, or your company and/or service) I've started a list here – to get you started – make it your own.

Before	During	After
Stress	Hopeful	Surprised
Pressure	Judging	Enthusiastic
Frustration	Critical	Excited
Skeptical - suspicious	Wait-&-See	Confident
Despair	Anticipation	Courage
Indifference	Curious	Appreciation
Depressed	Impatience	Happy
Overwhelmed	Desire	Pleased
Tired	Expectant	Thrilled
Deceived		Relieved
Envious		Optimistic
Exasperation		Proud
Disillusionment		

2. Under what circumstances does the prospect start thinking about buying what you sell?

- a. _____
- b. _____
- c. _____

3. What does a prospect NEED TO KNOW that they may not be aware of when starting to buy what you sell?

- a. _____
- b. _____
- c. _____
- d. _____

4. What are the criteria your prospects use to decide to buy what you sell?

- a. _____
- b. _____

5. What would a typical prospect need to see or hear to feel like they had enough information to make the best decision – what evidence do they need to see?

- a. _____
- b. _____
- c. _____
- d. _____

6. What alternatives do your customers have to what you're selling and why would they choose them over you?

- a. _____
- b. _____
- c. _____

Measuring the emotions involved in the decision.

Take the "WANTS" you identified in Section 2 and list them in the orange shaded rows below.

Then, under each "WANT," list the problems, annoyances and pains that your customers generally associate with that "WANT".

Next, for each pain, rate how important that is to the customer, how strongly they feel that emotion, how long they carry that pain with them and finally, how often, they are reminded of that pain.

Take those ratings and average them up to come up with a rating for each WANT. Now, you can PRIORITIZE these wants based on how high the rating is.

Then you're ready to ask your customers these very same questions and compare their responses to yours. The difference in responses or ratings will be the GAP you have to close between what you offer and what your customers really want.



SECTION 3: Define your System

Take the wants listed in Question #3 (in section 1) and start listing all the things you already do, or things you COULD do that support this point; i.e. if your customers really want more time – how will your offering give them that?

Want #1	
<p>OFFERING</p> <p>Things you already do or things that could be done that support this point:</p> <p>1.</p> <p>2.</p>	

Want #2	
<p>OFFERING</p> <p>Things you already do or things that could be done that support this point:</p> <p>1.</p> <p>2.</p>	

Want #3	
<p>OFFERING</p> <p>Things you already do or things that could be done that support this point:</p> <p>1.</p> <p>2.</p>	

Collecting Proof

In this part we start collecting all the evidence that process our point – i.e. why YOU are the OBVIOUS choice for your customer.

Take each WANT listed in section 3 and focus on each of the “first level probes” you listed for each want.

Want #1:

Offering #1:

What you do – claim	
What's the industry standard	
How could you innovate	
What specific evidence can you produce?	

Offering #2:

What you do – claim	
What's the industry standard	
How could you innovate	
What specific evidence can you produce?	

Questions You Can Use:

- **What's the first objection your prospect would give to this claim and how would you respond?**

- What?
- How much?
- Where?
- What's typical?
- How do you do that?
- According to whom?
- Compared to what?

Evidence List

1. Articles
2. Associates
3. Awards
4. Books
5. Charts and Graphs
6. Client list
7. Comparisons
8. Compliance
9. Reports
10. Endorsements
11. Testimonials
12. Examples
13. Expertise
14. Facts and Figures
15. Demos
16. Audits
17. Quotes
18. Standards
19. Stats
20. Tech drawings
21. Tests and lab results

Channels of Communication

This part outlines all the possible ways in which you can communicate or “touch” your customer.

- Personal conversation
- Mail
- E-mail
- Referral / mutual contact
- Advertising
- Phone
- Meeting
- Seminar / Workshop
- Association

1. Which communication channels does your ideal client trust most? Meaning, which channel are the most likely to listen to and take action from?

2. Which channel does your customer use most often?