

Marketing

As a business owner FIRST and FOREMOST your job is selling.

NOTHING happens until a sale is made. Absolutely everyone sells.

EVERYTHING you do is marketing

10% General Population

30% Prospects

60% Existing Clients

Track where your sales come from

Find a problem and SOLVE it.

Focus on the needs and wants of your clients.

Ask questions and LISTEN to the answers

Use everyday simple language. Industry or technical jargon alienates clients and prospects

The client wants to know what time it is, not how the watch works.

Have a front end and a back end to your products / services

Be patient! You have to reach your prospects 9 times before they buy. Marketing must be seen 27 times to reach 9 times.

SW, SW, SW, SW, SW – Next!

Some will. Some won't. So what? Some are willing.

Some are waiting. Next!

