4 Steps to Breakthrough Marketing

1. We are all creating markets for our services. Steve Jobs took 80 % of the budget for research and development and gave it to marketing. Better message, get the message out there, to create a need.

2. We are all making products or selling services….YOU are the product or service in real estate. The bigger the conflict - the bigger the solution they need. They already have the need! You do not need to create the need. You build out the urgency.

3. Be a Conduit to channel the Wants through your service to the outcome they desire. You need to know the end desire, their wants and needs and challenges.

4. Create a dream market - Intensify the solution……build the fear to the exclusive solution that you have. It is not about building better mouse traps……. Because a better product is not enough to rise out of the clutter of today's market. Build bigger mice and terrify them - sounds scary but it motivates the client to take the step they need. Increase the current dissatisfaction enough to make them take ACTION.

Master the Marketing first!!

1. Knowledge of their hopes dreams and emotions. What makes them do what they do? Study your customers.

2. Match that to your product or service. Match them to YOU.

3 Tools to Channel Mass Desire

- URGENCY……Your product or service solve the problem?
- TIME ……Length of time, inability to fully quench
- SCOPE ……The number of people that share that desire

Satisfy the problem in a better way.

Headlines = Awareness is where they are today

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Already know your product
Or
If they don't know you - start with the problem & turn it in to a specific need of (becoming a top producer).

2 things to every service & product -The product & service and the marketing

What service & product does – express it in as many ways as possible
What service & product does
List of what you do - Group them against the mass desire
Take the most powerful and put it in your marketing.

State of awareness - how much do they know that my product satisfies their problem?

Are they aware that your product or service satisfies their problem?

Knows of your product but they are not convinced it is the ideal solution.

Increase conflict and clearly shows how this satisfies, introduce proof, a new mechanism Or completely change the image.

Define the markets most receptive and bridge the gap

Problem solving – name the need or the solution and dramatize it. Then introduce the solution.

Price means nothing if they don't want your service.
They have a narrative that matches the situation of your client

Answer these three questions in your marketing

1. Mass desire what creates the conflict for example the desire to be successful
2. What they know about your service & product
3. How many of the type have been presented to them before?

1st person -State the need - Be simple

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2nd outbid your competitor in the claim department – better, faster etc

3rd has bought 1 or 2 already, don't believe the promise

Introduce a new mechanism –

Reason why advertising + a new way to achieve end result

more believability because it is the ne mechanism for achieving results, to create believability. What is the new mechanism?

Lose 61 pounds in 1 month – can't compete bigger & better

Float fat out of your body = new mechanism

So need a different model if can't lie about your results.

The best product does not always win ti is the positioning not how but what is communicated.

Make the conflict clear

Claim a superior solution or a new mechanism

*Based on coaching from Richard@Schefren.com

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