

Your Guide To Irresistible Magnetic Marketing

A Workshop in the "Achieving and Living the 'A' Level Game" Series

Presented by:



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Your Guide to Irresistible Magnetic Marketing

By Bruce R. Wright

Introduction

This workbook has been assembled after very thoughtful consideration of what I have learned first hand over the past twenty-plus years. When I started out in my career as a salesperson, I struggled to find anyone that would let me pitch my products. I was a stereotypical salesperson. I pursued anyone who would listen to me. I asked everyone for referrals. I had no clue that marketing and sales weren't the same thing. I sold rather than marketed my products and myself. It wasn't until 1984 that I began to truly understand and appreciate the differences between sales and marketing. Over the next few years, through trial and error and by following the example of successful marketers, I began to *attract* 'A' level clients and projects rather than *chase* them.

This workbook and accompanying training course will teach you the exact steps necessary to magnetically attract your most desirable prospects, clients, referrals and relationships. Years ago, I encountered a bumper sticker which read, "If you love someone let them go, if they don't come back, hunt them down and kill them." As I thought about that statement, I realized that most people in sales behave a lot like stalkers, constantly chasing after just about any lead they can get. Too often, enormous time is spent pursuing less than ideal relationships resulting in rejection of the salesperson and sometimes an alienated or even hostile consumer. There is a better way.

I discovered that the most successful business people; doctors, lawyers, accountants, and salespeople, seemed to have an endless stream of new, highly desirable prospects, referrals and/or projects. I also noticed that they seemed to magnetically attract this flow of opportunities without *directly* asking for referrals or help from others.

I began asking these market-leading successful people how their system worked. It turned out that none of them had a *system* they could articulate let alone put in writing. All these great opportunities seemed to be created intuitively rather than systematically. Needless to say, I was very disappointed. I was hoping for the same thing those who take this training want. A written, teachable, scaleable system that would empower me and all of my colleagues and employees to attract our most desired clients and projects. I didn't want to chase people, ask for referrals and spend countless hours covering who I am, what I do and why it matters to my market of consumers. Then I had this thought: They say you can lead a horse to water but you can't make him drink. But, what if I only spent my time, talent and resources meeting with already "thirsty horses"?

Chasing after people, asking for referrals, or worse, help from others was demeaning for me. After all, if what my company had to offer was so great, why weren't people knocking on our door to get in? I noticed how so many salespeople and vendors were constantly asking (begging) for help or referrals. I thought this made them look weak and undesirable. I wondered why it is that internationally respected neurosurgeons don't behave that way. How come they seem to have a never-ending flow of "thirsty horses"? If they could achieve that outcome, I believed, and eventually proved, so could I. Through this training course and workbook, we are going to teach you how these incredible outcomes can be achieved. Then if you implement the

system we are teaching, you will achieve a consistent flow of 'A' level projects, referrals, prospects and relationship opportunities.

The Solution

Those who know me will testify that I love systems. I believe that flying by the seat of your pants even if it produces great results, is not a good long-term strategy for running a business. To be amazingly successful or dominant in your market, it is well proven that you must move beyond the intuitive. Yet most businesses lack a scaleable system. Scalability and leverage are essential to obtaining and maintaining market prominence. Because I am also very persistent, I couldn't let this sleeping dog lie. I needed a written, scaleable, widely implementable solution. I believed that if I asked the right questions of the best people, the solution would unfold.

I went back to those successful magnetic people I knew and began cataloging (articulating in writing) specific steps, details and insights which enabled them to attract business that the majority of us *think* we have to chase. Fortunately I was not dealing with people from just one field of endeavor. This enabled me to discover universal principles, mindsets, action steps, strategies and behaviors, which could work in any field in any market condition or economy.

What you are about to learn is very challenging because it is disruptive to the common thinking or status quo and behaviors in every field. For example, how many times have you heard this popular myth, "The best way to get more referrals is to ask for them"? Let's make this interactive right now. How many times have you heard this myth?

Never 50 Times 100 Times Too many times to count

This workbook and accompanying training program will help you self-discover why asking for referrals is not the best way to get them. In fact, it is counter productive, especially in markets with above average discernment. Asking for referrals is something only the ill informed will do. Attracting your target market to you is far more effective, but this outcome necessitates above average thinking and behavior. Supporters of the status quo balk at almost everything outside their worldview. This is especially true in fields where a great deal of time and money have been misspent promoting and supporting 'C' level behaviors such as asking for referrals.

One of my friends, Jim, is a highly respected and successful businessperson in Los Angeles. Jim is one of those intuitive geniuses whose touch turns a lot of things into gold. His business dilemma however was this: The people who work with and for him were struggling with what they referred to as "The Beauty Contest". Jim described "The Beauty Contest" this way:

"Either through prospecting or referrals (mostly referral), one of my colleagues lands a presentation to a prospective client. In our business you are always competing with at least two other companies and often there are as many as ten!

It's really hard for most people to come out on top in a competitive environment like that. My partners and I can't be there every minute to deliver those presentations or manage all of the follow up that comes afterwards. Every firm in our field struggles to stand out and win "The Beauty Contest". We are better than most and win a greater percentage of the time, but we need to get even better and fast."

Because Jim has more raw talent, expertise and intuitive ability he wins nearly every time. What Jim lacked was a scaleable system that could be readily taught to, and then implemented by his

colleagues. Without such a system, Jim's firm could not grow to its potential. I have observed a lot of great business and sales people in a variety of fields. "The Beauty Contest" is commonplace. It is also unnecessary to compete on the same playing field as your competitors, but most people either don't know this or they don't know what to do about it.

In his book "The Art of War", Sun Tzu suggests that you can:

- Choose the most favorable battlefield for you
- Arrive early
- Control all the high ground and best positioning
- Influence where your opponent enters the battlefield

When you accomplish all of the above, you will often discover that you will win, without having to fight.

This workbook and accompanying training will teach you the details necessary to accomplish Sun Tzu's recommendations. You will be taken past mere concepts and the intuitive, into the mindset, action steps, and behaviors essential for winning "The Beauty Contest". When properly applied, you will be able to transcend "The Beauty Contest" all together. Our training program will show you how to choose a battlefield where you have no competition!

But this isn't just about winning or transcending "The Beauty Contest" or attracting 'A' level referrals. This is about empowering you with a system, which attracts your highest and best definition of prospects, clients, projects and relationships.

We are going to challenge the status quo of your industry or profession. We are going to help you self-discover possibilities you have never imagined or perhaps not fully understood. We are going to teach you how to achieve greater market prominence. In only one day, we are going to help you rock your competition and your world!

In what ways would your ideal client relationships be different than what you are experiencing now? _____

Would **you** need to be different in any one or combination of ways to attain your definition of your ideal client relationships? _____

- What are the defining characteristics of your ideal client and your relationship with the person or people involved? _____

Step Two
Defining Your Markets

At The Wright Company we spend a fair amount of time helping people and businesses define and categorize client's projects, relationships, prospects and opportunities into segments. We teach a simple yet highly effective segmentation process, which enables our clients to sort every contact, relationship, client and project, etc., into either A, B, C, or D categories. In brief, it works like this:

- 'A' level clients, projects and relationships are the ideal standard. This describes your businesses highest and best use of time, talents and resources. Most people are familiar with Pareto's observation that 80% of your business will almost assuredly come from the top 20% of your clients. Pareto developed his hypotheses back in 1906. He didn't enjoy the degree of accuracy available today through scientific studies or technology.

Simply stated, there is a lot of evidence to suggest that Pareto was a bit of an optimist. When we look carefully at a company's top 20% of clients and related expenditures, we often find that the ideal situation would be to segment even further. In effect, what we often find to be most effective is this: separate that top 20% into A and B. It looks like this:

The 'A' level clients are your most perfect clients because they are thirsty horses. They value your relationship, advice and service. Not only do they want to pay you, they want to be certain to pay you on time and don't beat you up on price or discounts. They want to be perceived by you as an 'A' level client. They understand and appreciate the principle of win-win. They value your advice and nearly always follow your recommendations!

- 'B' level clients look the same as 'A' level clients *on paper*. The only difference is attitude, understanding or degree of thirst. Many businesses make the mistake of treating 'A' level and 'B' level clients the same way. To do so is a huge error in strategy.

One successful strategy for dealing with 'B' level clients is to help them evolve into 'A' level clients. There are a variety of ways to educate and empower clients toward such an evolution. Companies who fail to treat 'A' and 'B' differently are destined to receive the same results they are getting now. Often it looks like this:

Jim, the company President, asks the Vice President of Sales, Joe, and Vice President of Marketing, George, to explain why the top 5% of their clients are so much easier and profitable to work with than the next 15%? Next, he asks what can be done to replicate the thirstiness or attitude of the top 5%. Let's see how you would answer these questions about your own clientele. _____

- What are you doing right now to educate and empower your 'B' and 'C' level clients to become 'A' level clients? _____

What visionary client-centered messages will evolve your ideal client's thoughts and feelings about you? _____

What future message would be *client-centered* and compelling enough to attract your ideal clients to you? _____

Step Six
Becoming Magnetic

- What do you need to do to help yourself become more magnetically attractive to your ideal client? _____

Step Seven
Current Distribution of Your Message

- How are you currently spreading your existing message(s) to targeted clients? _____

Conclusion

The first rule of magnetic marketing is: Be magnetic. The second rule is: Have a clear message that articulates unresolved client needs being ignored or unmet. The third rule is: Use *client-centered* language rather than self or institutionally centered language (Please refer to my workbook entitled Ten Steps to Creating and Distributing Your Dynamic 30-Second Marketing Message.) The fourth rule is: You must use magnetically attractive tools to empower others to spread your message without you asking them to. The fifth rule is: Use tools to pre-position and leverage your exposure in the market place. Pre-positioning can save you an incredible amount of time and resources. If your targeted audience already sees you as a highly credible, insightful and powerful resource, you can focus your time and resources on delivering what the client needs rather than on selling yourself, your products or company.

The accompanying training course delves into a myriad of details, exercises, action steps, strategies and real world solutions. These things need to be experienced live while you are focused on what is happening in that moment. Most of your competitors will go no further than reading this workbook. Most of those who read this workbook will make no serious effort to think through the best answers to the questions. One proven way to achieve greater market prominence and a clear competitive advantage is by doing those things that average people choose not to do. Market prominence is found through a superior vision of the client's unmet needs then providing the details and solutions your competitors will ignore. The workshop will help you rock the competition and your world!