

Our Handbook for Business, the Bible

Diligent planning

After 40+ years in this game I've seen it all; a few very profitable operators and a whole lot of journeymen, some making reasonable money, some just breaking even; and too many failures.

Clearly there's a diligent minority in every marketplace (say 4%) who are the best, making way more profit than the 96%.

It's because they understand the real problem their customers **survival brains** are desperately trying to solve...then offering a brilliant solution.

In truth, too many marketing plans are mis-directed, copied or made in haste...resulting in a loss of sales, customers and growth opportunities.

My counsel for business owners:

Consider these THREE marketing TACTICS: a question, a choice and a promise:

No 1: ASK people a simple QUESTION - *What frustrates them about buying the product you sell?*
And a 2ND question could be - *What frustrates them dealing with businesses in your industry?*

- * Answers will be broadly similar so you can then align your unique solution to this frustration in a new offer and sales pitch
- * For example, in the fashion industry, free lifetime repairs would be a winner for those frustrated by poor quality
- * **The reason:** Peoples' survival brains connect to sellers who identify a specific frustration it's trying to overcome.

No 2: GIVE prospects & customers a simple CHOICE between solutions A and B...

- * Product A is your premium package; it has more value than standard package B, thus a higher price and more GP; if you offer A, B or C most will choose B
- * **The reason:** Survival brains love being in control of the buying decision & choices.

No 3: MAKE prospects & customers a simple PROMISE that you then keep...

- * It could be to send some information; do a site visit; or make a call on their behalf
- * **The reason:** Survival brains quickly conclude that a promise-keeper is a friend to be trusted.

THE BIBLE, our HANDBOOK, counsel for today: Proverbs 21:5, NKJV...

"The plans of the diligent lead surely to plenty, but those of everyone who is hasty surely to poverty"

Other Scriptures (NKJV):

Proverbs 4:26, "Ponder the path of your feet, and let all your ways be established"

Proverbs 16:3, "Commit your works to the LORD, and your thoughts will be established"

James 1:5, "If any of you lacks wisdom, let him ask of God, who gives to all liberally..."

Ecclesiastes 9:10, "Whatever your hand finds to do, do it with your might..."

Proverbs 27:23, "Be diligent to know the state of your flocks, and attend to your herds"