

Our Handbook for Business, the Bible

Diligent planners - 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 smart, 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 confusion, friction for buyers and the loss of sales, customers and growth opportunities.

My counsel for you as a business owner:

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 or problem 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, finding solutions and having choices in order to appease the emotion brain and the logic brain.

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...then sending a positive message to the emotion and logic brains.

THE BIBLE, our HANDBOOK, counsel: 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..."