

Marketing Strategies For Now

By Burt Dubin

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Never, I swear to you, never did I think, antipathetic as I am to all things reeking of MLM, that I'd ever share this with you. And yet success principles simply are. Here are the marketing strategies that took Amway (to think I'd even mention that word!) to international market penetration.

What works, works. Strategies and models that let a kitchen table vision rise to world-wide success are worthy of our study. Here are the 7 actions that worked for (ugh) Amway. And they can work for you.

1. Sell the dream. When you target decision-makers who can hire you, paint a glowing word picture of the array of benefits awaiting the organization, the decision-maker, and the audience. Lay it on with a trowel. Make the most of all the truth you've got. Speak of the joy and gratification, the recognition and professional growth awaiting the decision-maker as an outcome of choosing you to speak or train. Place the decision-maker in the picture. "Imagine how you'll feel when..." "Visualize your next Performance Evaluation after you recognize me as the ideal person to add value to your conference now..."

If the fates allow you to be in direct touch with the CEO or EVP, focus on how your intervention will yield outcomes that delight the shareholders, the Board Chair. Delineate how your actions produce more productivity, more profits, greater market penetration, higher market share, better positioning for a brand, etc.

When you stand before your audience, do this: Share a vivid view, an exciting promise of the spectrum of results they create for themselves personally when they abide by your recommendations.

2. Offer residual benefits, long-term benefits, if possible. Does the reputation they establish through using your ideas live on for many years or decades? Tell them so! Is a passive income stream generated, maybe a bigger retirement cash-flow? Tell them.

Think this through. Tell each level the ongoing benefits of the benefits.

3. Offer a System and tools. People love systems. This is why franchises do so well. There's a system in place. There's a road map, a blueprint. There's a proven way to create desired outcomes. There's peace of mind. There's safety.

4. Pre-handle problems. Tell them what to expect. Provide remedies in advance. Empower them to use those remedies. Most of all be clear that they are accountable for their actions and for what those actions yield.

5. Build win-win relationships. Tell them how much you care. Prove it. Live your caring. Model what caring is. Provide access to you or to your surrogates. When problems arise, celebrate the opportunity. Translate the problems into challenges. View them as opportunities to serve.

6. Work your butt off. Is that too colloquial for you? Dedicate your time and energy to the delivery of value. Then more value. Then more yet. Apply yourself diligently and relentless to your tasks. Do more than is expected, more than is required, more than anyone in their right mind would do.

7. Surrender to your purpose. This one is from me. Surrender is the price you pay for the success you want. It always works. Give yourself wholly to the outcomes you desire. Ultimately all obstacles level off. They transmute into pathways to the attainment of your desires.

Here's a little secret. Surrender involves love. Love your work. When you love something enough it reveals all its secrets to you. Test this thesis. Test it on some current project. Test it on a speech, a seminar, a workshop. Pretend your client is paying you 10 times as much to present this program. Then act to deliver 10 times the value. And watch what happens.

Burt Dubin, a 20
year veteran of the business of speaking, coaches and mentors speakers and wanna-be's
world-wide.

Burt works with people who want to be speakers and with speakers who want to be masters. The words of his clients, the admiration and respect expressed for his work by some of the world's most successful speakers, testify to the values he delivers. For samples of his wisdom, simply go to his web-site, <http://www.SpeakingBizSuccess.com> . Download some of the 12 FREE articles and 20 FREE newsletters.

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