



6 SECRETS OF THE MARKETING MIND

Empowering Beliefs for Business Success

by
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TABLE OF CONTENTS

Introduction	1
Belief 1: <i>Everyone has Their Own Unique 'Model of the World'</i>	2
Belief 2: <i>The Meaning of Communication is the Response You Get</i>	5
Belief 3: <i>Resistance in an Audience is a Sign of Lack of Rapport</i>	9
Belief 4: <i>There is no Failure – Only Feedback</i>	12
Belief 5: <i>Everyone is in Charge of Their Mind, and Therefore Their Results</i>	15
Belief 6: <i>Everyone has the Ability They Need to Succeed</i>	17
Recommended Resources	20
About the Author	23

INTRODUCTION

Notes

The key to success in any field is not just having the right knowledge and skills. They are clearly important but on their own, they're not enough. What really drives success is having the right attitude and mindset.

Success comes not just from doing the right things, from following a script or a plan. It is about thinking in the right way so that you constantly get the outcomes you want.

The study of human behavior has identified a number of ways of thinking that help create success on a consistent basis. In the field of Neuro-linguistic Programming (NLP), these are known as 'presuppositions' and several of them are very important when you want to get a message across to an audience as you do in marketing.

This book looks at six empowering beliefs that help ensure you have the right attitude to get great results from your marketing. It also covers the secrets of getting the success that you want.

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drives success is
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mindset.

BELIEF 1: EVERYONE HAS THEIR OWN UNIQUE 'MODEL OF THE WORLD'

Notes

It's surprising how many people make the mistake of assuming that everyone is just like them or that approaches which work with one person or group of people will automatically work with another.

That means they end up developing products or delivering services that reflect their own views or desires rather than the needs of their customers. Or they use arguments and messages in communication that appeal to themselves or which worked with one specific segment of their market.

And then they wonder why they don't have enough customers.

Just think for a moment about the word 'football'. Wherever you are in the world, this could mean something entirely different.

In the USA, it conjures up a particular image while in Europe the rules and shape of the ball would be completely different. Even within Europe, it could be several different sports – and in Australia, it could be something else entirely.

The trick in marketing is to see something wholly from the perspective of your customer or prospect. The more effectively you are able to do that, the more successful you will be.

Dale Carnegie – possibly the world's best-known coach and writer on personal success – said 'There is

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Notes

only one way under high heaven to get anybody to do anything and that is to make them want to do it.'

In order to get anywhere close to achieving that, you have to recognize that every person is unique.

Of course, you don't have to agree with the way someone else sees the world. You may not even understand why they think that way. You may believe that you would have different beliefs if you were in their shoes. But, as soon as you start judging someone else's viewpoint, you lose the ability to do business with them successfully.

This does not mean that you have to change your own mind in any way or that you need to be less than honest about your own beliefs. You must simply be able to view the situation from the other person's perspective.

In Steven Covey's book *'The Seven Habits of Highly Effective People'* he tells a story about somebody going to an optometrist with an eye problem.

The patient says, "The problem is that I can't read." The optometrist says, "That's funny. I've got exactly the same problem. Here are my glasses." He hands over the glasses.

The patient says, "It's no good. I still can't read." The optometrist says, "Well, that's strange. It works for me. I don't understand why it shouldn't work for you."

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The habit he is discussing is "Before you seek to be understood, seek first to understand."

The eye story is a great way of making the point. Literally, you have to see through other people's eyes before you can begin to even think about communicating with them.

It seems almost like a joke but it's so often the way that people behave in business. The path to success is taking a different approach.

If you can see the world through your customer's eyes, you will have a much greater chance of doing business with them.

Before you seek to be understood, seek first to understand.

BELIEF 2: THE MEANING OF COMMUNICATION IS THE RESPONSE YOU GET

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The purpose of any communication or marketing activity is to get a specific result – it may be to sell a product or to get a meeting or to change someone's mind.

The secret of successful communication is accepting that it is totally your responsibility to get your message across and to get the specific result you want.

There are two elements to this – the first is ensuring the other person understands exactly what you mean.

How often have you heard someone say 'that's not what I said'? The most common type of miscommunication is when two sides of a conversation read something entirely different into exactly the same words.

If you're not getting the response that you want, it's not your customer's or audience's fault. You've got to change your communication. It's as simple as that.

The other important element of this law is that it is what somebody does that matters. You can have the most beautiful ideas and put them across very eloquently but if, at the end of the day, it doesn't change someone's mind or behavior, then it's usually pointless.

Conversations between partners in a relationship often present the best – or perhaps that should be

The purpose of any communication or marketing activity is to get a specific result.

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the worst – examples. A husband meeting his wife after she has been to the hairdressers might think he is offering her a compliment when he tells her that her hair looks great.

He might be shocked if she greets him with a response of 'what was wrong with it before?'

In pure communication terms, the woman took this comment as an insult and it therefore was an insult even though her husband intended it as a compliment.

The failure of communication was entirely the man's responsibility as he is in charge of the result of what he says.

Beyond relationships, we live in a world where people analyze very closely the words of others. With 24-hour global news, the media scrutinizes every word uttered by politicians and these words are often given a very different meaning by respective media organizations, depending on their own political perspective.

We end up with a vicious circle where people accuse politicians of spin but then selectively interpret their words depending on their own perspective.

In business, people may not be quite as likely to 'trip you up' deliberately – but they are just as likely to hear something different from what you think you said.

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Always think 'what would I want if I was in the customer's position?'

In communication, the responsibility is 100% on you to ensure that what the other person hears is exactly what you think you said. That may be intimidating but it also gives you an incredible amount of power.

The challenge is to read the other person's responses carefully to ensure you have a clear picture of how they are interpreting what you say. People will often say the right thing just to be polite so you have to read their body language and facial expressions as well as listening to their words.

If you are not getting the response you want, you have to be flexible in how you are getting your message across.

The old stereotype of someone simply saying the same thing louder in their own language, when trying to communicate with someone who speaks another, is sadly very close to the truth in many types of business communication.

If you are not getting the results you want in business, you might have to find a way of communicating it differently.

Another mistake many people make is thinking that – just because they have said something – the other person has understood it. A great maxim in

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communication is that the time when you are thoroughly bored saying something is just the time that your audience may be beginning to start listening.

So, when you know you have the message right, you have to keep going with the communication until you get the response you want.

BELIEF 3: RESISTANCE IN AN AUDIENCE IS A SIGN OF LACK OF RAPPORT

Notes

The basis of any successful relationship is a feeling of trust between the people involved – the stronger the trust and empathy the better the relationship will be and the greater the potential for mutual success.

When you have that atmosphere between two or more individuals, you can say you have 'rapport'. The dictionary defines this as a 'sympathetic relationship or understanding'.

One of the important skills of successful communication is understanding what creates rapport and then using this to achieve it faster and to maintain it more effectively.

Creating rapport is about creating a situation where your audience will see you as being like them in some way and so will find it easier to develop an atmosphere of trust.

Ultimately people like people who are like them and so are more likely to do business with them.

It's important to emphasize here that this will only work if the rapport is authentic – if you attempt to do this dishonestly, you will be found out and will lose any trust you have built up.

Your audience is more likely to believe you when you are yourself and true to your nature. If you pretend to be something you are not you are going to send out unconscious cues and build mistrust within your audience.

The basis of any successful relationship is a feeling of trust between the people involved.

Notes

This isn't about pretending to be somebody else in any way, or being something that you're not. It's about finding a way to identify with the people you're doing business with. This makes it easy for them to feel comfortable with you. It's so important to develop empathy.

Introducing that kind of empathy and rapport with your customers is going to help you to develop the best relationship with them.

Essentially it means that you have created a level of comfort with the other person that makes them trust you, like you and want to do business with you.

In business, it is your job to create rapport with your customers and prospects. In general it is true that there are no resistant clients – only inflexible communicators.

Ultimately the person with the greatest flexibility of behavior has the greatest influence on others.

So if you increase your flexibility, you increase your influence.

None of this should be taken to mean that you should use techniques that give you an unethical advantage over your customers. It is true there are such techniques available and they can be misused.

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However using them in this way in business is a very short term approach and is not one that will help you build long term customer relationships.

Whenever you are not getting the results you need with customers, it is likely that you need to increase your rapport.

BELIEF 4: THERE IS NO FAILURE — ONLY FEEDBACK

Notes

It can be frustrating and costly when things don't go the way you want them to. And in business, there's no guarantee that the result you'll get is the result that you wanted every time. But whatever you are doing, you will always get a result or outcome of some kind.

When you're not getting the response that you want, the important thing to recognize is that there's a lesson there. You've got to do something differently. It's amazing how often people keep doing the same thing, even when it doesn't give them what they want.

If you want to be a champion performer, you've got to take every opportunity to get feedback from your customers and adapt what you're doing according to that feedback. Even when you feel that you're successful, there might be something else you could do, or something that you could do differently, that would get better results.

Whatever you're doing, never think that something has been a failure. Always think of what you've learned from it. Many of the great achievements and discoveries in history have happened because people have responded to the lessons.

Before Thomas Edison invented the light bulb, he conducted around 10,000 different experiments. A lesser person would have looked at this negatively and probably given up. Edison's attitude was that

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Notes

each experiment was successful as it helped him find another way that light bulbs would not work and many of them provided information that was useful for other things.

He kept on making use of this feedback until he got the outcome he wanted.

There is a saying that 'if you always do what you've always done, you'll always get what you've always got'. Well that might be fine if you are entirely happy with what you are getting. However, there are times when it is unlikely to be enough.

Successful business people listen carefully to the response they are getting all the time and then adapt what they are doing to ensure they get a different result. It is not for nothing that they say 'feedback is the breakfast of champions.'

The thinking shouldn't be, "I failed." It should be, "Great, I've learned something new! What can I do to take that forward?"

If you want to be a champion performer in what you are doing, then take every opportunity to get feedback and to adapt what you are doing accordingly.

In business, another way to look at feedback is as a testing mechanism. Even when you feel that a communication has been successful, you should

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consider whether another approach might have been even more successful.

In fact, if you are considering making any sort of major change or investment, it is essential to get this kind of feedback before you commit yourself to it too deeply.

Feedback only works, however, if you look for it. In face-to-face communication, for example, that means you not only have to listen very carefully to what people say but you have to look out carefully for their body language and facial expressions.

Arguably listening is the most overlooked skill in communication. The old adage that we have two eyes, two ears and one mouth and that we should use them in that proportion has a great deal to commend it. Yet so many people are inclined to speak first.

In his autobiography, Benjamin Franklin comments that in conversation 'knowledge was obtained rather by the use of the ears than of the tongue' and his success in a wide range of fields from electricity to publishing and politics suggests he knew a thing or two about knowledge.

Overall, the more flexible that you are – and the more willing you are to adapt what you are doing in response to the feedback you are getting – the greater chance you have of success.

BELIEF 5: EVERYONE IS IN CHARGE OF THEIR MIND, AND THEREFORE THEIR RESULTS

Notes

Whenever you set out to do something, you will always end up with one of two things:

- the **result** you wanted
- or
- an **excuse** for why you haven't got it.

Results are when you got what you wanted.

Excuses are reasons you give for something not happening and it is always someone else's fault. Something you had no control over – the weather was bad, the client was having a bad day, my product is too expensive ...

Most people choose to live their lives getting more of one than the other.

The choice you need to make is whether to be one of the people who gets results or one who has many excuses for not getting them.

The good news is that whichever one you choose, you will be right – as you will always get what you want. If you choose excuses, you'll be able to say 'I told you so.' If you choose results, you will get them one way or the other.

The reality is that most people prefer excuses. Being focused on results may seem more difficult but, in fact, it gives you greater personal power.

If you focus on getting results, you will believe in your own power to change things. People who are

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Notes

successful act as though they don't believe the excuses. They believe in their own power to make a difference.

When you are writing a letter or giving a presentation, it is easy to come up with excuses – if only our designs were better, if someone had told me earlier, we should cut our prices – but they will always get in the way of your results.

If you believe in results, you realize that you have the power to make a difference.

Most people put their energy into coming up with excuses for why they didn't get what they wanted.

Successful people take full responsibility and always get results.

Let go of any excuses you have for failure and you'll get results. That is the success mindset.

BELIEF 6: EVERYONE HAS THE ABILITY THEY NEED TO SUCCEED

Notes

Too many people are held back from achieving their full potential in business because they have doubts about their own abilities.

By holding yourself back, you are not only disempowering yourself but you are also depriving others around you – your customers or colleagues – of the benefit and contribution that you can bring to what they're doing.

In business situations, many people end up allowing others to dominate – often simply because the person commenting is higher up the tree in the organization they are working in or has just a little more self belief.

The secret here is in two parts. Firstly it's recognizing that you have within yourself the capability to do much more than you realize.

The truth is that you've got the resources you need. You may not be aware that you have them within you, so you need to draw them out by challenging yourself.

For some people, the most effective way of doing that is by working with a coach or mentor. For others, it can involve training to further develop their existing skills.

The other part of this secret is being clear about where your own skills and interests lie and then making the most of them.

Too many people are held back from achieving their full potential because they have doubts about their own abilities.

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Too many people get stuck in jobs that don't make the most of their abilities and often don't interest them either. This can be a factor for many people who decide to set up their own businesses – and is usually not a good motivation for doing so.

There are many personality tests and profiling methods available to help people understand their strengths and weaknesses better.

When you know your areas of strength, the important thing is to make the most of them. And in business, it's not just what you are good at – it's where you add most value to your business.

The challenge for many people in business is to decide when to bring in others to help them. Often people use the excuse of costs to avoid getting help but the question is often how much is it costing you to do jobs that don't add most value to your business.

Too many business people spend a large chunk of their time carrying out tasks that they could easily delegate or outsource and don't spend enough of their time doing things that make them money.

It's now so easy to find temporary help that there are no excuses for anyone to waste their time on tasks that others could carry out more efficiently.

And once you know what it is that adds most value to your business, make the most of it by using it in every way you can think of.

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For example, if you write an article in your newsletter, turn that into an article that you can give to a trade journal. If you give a speech to the local chamber of commerce, that is a fantastic magazine article or newsletter topic. It's something that you could turn into a product or a small book that you can sell to people.

In short, maximize the value you get from everything that you do.

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