

The 5 Secrets To Business Marketing

Impact today is everything. With the speed of technology and our lives, people are constantly being bombarded with so many advertising pitches that nothing stands out. For the average business owner, the investment in marketing often leaves them feeling their efforts are futile. With a 1 % of return on direct mail advertising, and seeing thousand of dollars of promotional materials in the recycling bins, is it any wonder that businesses would choose to stop marketing all together?



Times have changed and so must your marketing. If you want to regain the edge in business or increase your market share, you need to step out of the box and look at building your personal wow factor to get noticed. Building an effective wow factor requires that you have a proper foundation in place to get to where you want to go. Once you think about how to wow in your business today, all kinds of fireworks will go off. Here are 5 secrets anyone can apply to their business to stand out and attract the right mix of customers.

Secret #1

Mind...Set... Go

Did you know that the average person processes over 60,000 thoughts a day? That's an incredible number of messages we are planting in our garden of life. For most of us, we live unaware of the thoughts that cycle through our minds. We typically rely on thoughts generated by our past experiences to plot our future. The problem is, if we did not think or experience success in the past, and we are using past memory to build future success, is it any wonder that we never find it? More hit and miss opportunities? Start

paying attention to what you think about. If today you decided to harness the power of those 60,000 thoughts, or even 10% of those thoughts, what could you create? When you change the way you think the world around you changes too.



Secret #2

Believe You are 1 in a Million

I don't know about you, but when I was growing up I was taught to blend in and go with the flow. Follow the Simon says rules of life: sit, stand, line up, don't talk, talk when asked, and do not think originally. Being an independent person by nature, that was a tough thing for me to do. It was against my nature to stand in line and be like everyone else.

Thank goodness school is over and business is here. Today the value in life and business lies in sharing your unique voice. Identifying



what sets you apart from the rest of the world. Hi-lighting your unique selling feature...YOU. This is easy to do when you know your purpose, passion, and what you are best at in the world. No one can come close to competing with incredible you.

Secret #3

Understand How People Buy

In the past 5-10 years the rules of the marketing game have changed. No longer can you sell people with a flashy ad and be done with it. Marketing who you are and what you do takes a new energy today. Take the time to invest in researching your market needs, wants and desires. Business owners waste much of their hard earned money by thinking they know what their ideal client



wants. They end up spending their dollars where their clients used to shop and not where they shop today. Take the time to listen to the voice of your target market upfront, and you will be rewarded for your efforts.

Secret #4

Stay In Touch

Did you know that it costs 8 times more money to attract a new client than to keep an existing one? If money flowing needlessly out of your pocket is an issue for you, then take heed. Focus your efforts on speaking to the converted if you want better outcomes. Invest in keeping your message in front of your best clients. When you do this, you will be the first person who comes to mind when they know someone who needs what you have to sell.

Secret #5

Become a Servant Leader

Do you know the fastest way to get people to pay attention to you- even if you are living in the most



competitive industry on this earth?

Become a servant leader. Give before you receive. Help people win before they help you. Try opening doors for people (figuratively and literally) and a new you will rise to the top. The biggest leaders I know in the world today are all willing to lend a hand to help others achieve their goals unconditionally. Remember it's always about what's in it for them not what's in it for you that matters. Apply these 5 business marketing secrets and see a shift happen in your world today.

About the Author:

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