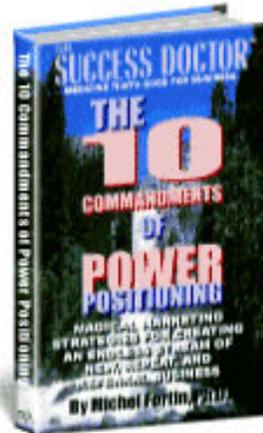


# Michel Fortin The Success Doctor™

*Turning Businesses Into Powerful Magnets*



## **The 10 Commandments of Power Positioning**

*Magical Marketing Strategies for Creating an Endless  
Stream of New, Repeat, and Referral Business*

**By Michel Fortin**

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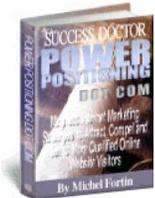
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## Introduction

*"Find the right message, use the right media, and deliver it to the right market."*  
— Author of "Magnetic Marketing" (and my mentor) Dan Kennedy

Welcome to "The 10 Commandments of Power Positioning!" The following book is packed full of powerful marketing secrets that will help you and your business enhance its image and increase its business... Effortlessly! I invite you to come in and enjoy the many strategies it contains. While this report is copyrighted, I give you the permission to reprint these pages for your own reading convenience as well as use it as a lead generating tool in your business or Web site.

As long as the book is not modified, reprinted in its entirety, and refers to the author as well as includes his contact information, you may distribute it freely. If the book is reprinted electronically (either by e-mail or on your Web site), please include a link to the *Success Doctor*™. You may copy the banner at the top of <http://SuccessDoctor.com/free.htm> and place it on your site.

Nevertheless, I'm positive that these techniques will profoundly impact your results, and I'm not saying this lightly. After 15 years of experience in sales and marketing, and the last 6 years of my career dedicated exclusively to the service and professional industries, these techniques (although applicable to every industry, every product or service, and every profession) can become of an enormous benefit to sales professionals of all types, small to medium-sized businesses, consultants, specialists, and even skilled workers and independent contractors.

Enjoy and thank you for your interest in the *Success Doctor*™! Any suggestions or comments, especially those I can use in future works? Please e-mail me today!

Good luck and best wishes!

Michel Fortin  
The *Success Doctor*™

P.S.: This book contains many examples in order to illustrate how the ten commandments of "Power Positioning" can be applied in various situations. Many names have been changed in order to protect the innocent (innocently successful, that is), and others are purely fictional. Similarities in any way were neither implied nor intended. As in all cases, individual results may vary from those depicted. In addition, wherever the neuter is not used in this book, the male gender was used for simplicity's sake.

P.P.S.: Oh, and one final note. I am a business person just like you and not a lawyer by any means. The advice contained in this manual is strictly for educational purposes. Therefore, if you wish to apply ideas contained in this manual, you are taking full responsibility for your actions. I strongly encourage you to first check with the appropriate professional or authoritative body if applicable. Now, read on!

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## Warning!

This small booklet contains ten core principles based on the *Success Doctor's* "Power Positioning" concept — a set of powerfully effective strategies that have made tons of profitable business for many entrepreneurs and professionals like you. These ideas are distilled from my full-day "**Magnetic Medicine**" intensive training seminars that have cost some people up to \$2495 to learn. They are offered to you here for a much more moderate investment that, if applied properly, will surely return your investment a thousand times over!

You may have purchased this book in order to find enough business or work until you've reached a comfortable plateau, or you may be like the many people who want clients to come crashing down their doors. But whether you want a little or a lot of business, these techniques are so simple that they can be easily applied by both of these types of entrepreneurs. In the simplest terms that I can use, these techniques work (and work, and work, and work)!

You're reading from someone who's learned the hard way. I am continually on the frontlines, day after day, doing what most of you are trying to do — and that's getting more business. I preach what I practice, in other words. I have oftentimes failed miserably, but I have also reached many phenomenal successes. These strategies are but the result of years of wisdom-building, hard-knocking, trial-and-error, fall-flat-on-your-face-and-dust-yourself-off experience — believe me, they are far from being mere puffery!

While these techniques are tried and proven, they do however require some work on your part. In other words, many of these systems are generic in nature and will require some creative effort for their specific application (of course, you could hire experts like me to do the work for you). But it is not so much that these strategies are too vague or that they require a great deal of investment. They simply are guides to help you build your own unique style and thus create endless streams of new, repeat, and referral business. They do so because they all come back to basic, fundamental marketing principles.

Long gone are the days of knocking on — and sometimes down — doors to get business, let alone just to get people's attention. Long gone are the days of using the phone to such an extent that your ear starts to shape itself into a phone's headset. And long gone are the days of bruised knees that came as a result of constantly begging your customers to give you mere table scraps of their business. In short, prospecting is out. Positioning is in.

So let's start and get right down to the nitty-gritty. However, before we begin, I must warn you: It's been my experience to know that some of you reading this book wish to project a certain image about yourselves or your businesses into the marketplace. More concerned with looking good than making money, your ego may often end up in the way of following these practical steps and, consequently, making the money you deserve. As a mentor used to say to me, "Do you want to be right or do you want to be rich?"

Others among you are probably used to traditional, MBA-style, statistical-analytical types of knock-until-you-drop marketing approaches. For you, my "street-smart" techniques may outright rub you the wrong way. I am not implying that they are illegal, aggressive, or denigrating. Far from it. They are practical and terribly effective techniques that are essential to not only survive but also thrive in today's increasingly hypercompetitive marketplace.

If you want more business, then read on! These techniques will certainly help you do just that — and do so in a powerful and positive way. Follow these 10 commandments if you will. If not, violate them at your own risk! It's your call.

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## Top-of-Mind Awareness

Before we begin, you must understand the concept that underlies this book. In today's society, we have experienced 2 major shifts that have revolutionized the entire business landscape. The first and most important one is *competition*. The mere fact that business is becoming increasingly hypercompetitive is an understatement. Businesses, particularly home-based businesses and self-employed professionals, are growing at an explosive rate.

This is not a mere trend, since it was the way things used to be up until the 20<sup>th</sup> century. Whether you were a farmer, a blacksmith, or a storekeeper, everybody was an entrepreneur in those days. But when the industrial age took over the agrarian age, more and more people started to rely on full-time, permanent, secure, pension-oriented jobs. Today, those things have become mere antiques! For instance, in the 40's people held on average 2 jobs during their entire lifetimes. But today, that number has risen to 14 and still growing.

The entrepreneurial boom is far from being just a boom. And the reason for this stems from the second shift that has taken place, which is *information*. Along with the eruption in digital technology, multi-channel broadcasting, and cellular telecommunications, the Internet is skyrocketing in population. The ability to retrieve information in nanosecond speed has caused entire layers of middle managers from huge corporations to fall the way of the dinosaurs.

The information age notwithstanding, with more and more employers facing disgruntled employees in today's highly litigious atmosphere, it is safe to conclude that the "job" is soon becoming a thing of the past.

So, what does all this mean? It means that, for a person or business to be able to be — and especially remain — in business, marketing strategies must be such that it places them at the top of prospects' minds at all times. It is not so much to look for more business but to be the *business of choice*. For every business or product category that exists out there, there are thousands of competitors fighting for the same market. And since the information revolution in our knowledge-based economy (including the Internet) has helped to educate people on what's available, there's really no longer a need to prospect for and persuade people in order to have them "buy into" an idea.

The goal, nowadays, is to be the one from whom they choose to buy or with whom they choose to do business — among all other possibilities. Marketing must therefore be such that, if and when a prospect needs a particular product, one's firm comes to their minds in an instant. Stated differently, positioning is not to compete but to *differentiate* — a process by which a psychological "anchor" has been placed into the minds of prospects so that they come to choose one business or product above all other choices.

"Top-of-mind awareness" is a term originally coined by Ellis Verdi, the once president of the *National Retail Advertisers Council*, and the owner of an advertising agency in New York. He said that what most people wrongfully seek to accomplish in their promotional efforts is to obtain short-term cashflow and not long-term results. And they usually accomplish this by offering sales, promotions, discounts and price reductions. As he said at a recent NRAC conference, "Discounting is really like a drug. It brings in some business, and for some it may even bring in a lot of business. But the effect usually wears off and the company will soon find itself with the need to discount further in order to create more business let alone to stay in it."

Top-of-mind awareness, however, is such that with it there is no need to use price-based promotional methods. What it does is 2 things: It psychologically impacts people so that the mere mention and knowledge of one's company, product, or service inherently creates a need for them, and it places one at the top of a specific market's consciousness so that one is instantly chosen when people want what that person or firm has to offer.

"Power Positioning" is a term I've coined that stands for a perfect blend of the art of positioning and the science of direct response — the result of creating top-of-mind awareness in order to turn you, your business, or your products into powerful magnets. The following commandments all reflect this powerful concept — one so simple and yet remarkably more effective, more affordable, and of course more effortless than any other marketing strategy.

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## 1) Thou Shall Not Copy

If there's one problem in all advertising, marketing and promotional efforts, it is the sheer fact that there is too much competition out there. (By competition, I mean "sameness"). Everything just seems to look like everything else. If one copies another company let alone another company's promotional efforts, look at this way: It only serves as a reminder of one's competition! Therefore, you don't want to remind your prospects about your competition, do you?

So, don't copy them — or as Earl Nightingale once said, "Don't copy, create!" Be unique. Be original. Be special. Be different. In fact, be so different that, if possible (and it is), your name or the name of your firm as well as the services you deliver become generic in the minds of prospects.

Have you ever heard a doctor say: "Take two *acetylsalicylic acid tablets* and call me in the morning"? What about facial tissue, cotton swab or adhesive bandage? Of course not. It's Aspirin, Kleenex, Q-Tip and Band-Aid. And that's not all. Xerox, FedEx, Velcro, Kwik Kopy and Quick Lube also stick like glue in the mind. How is this possible? While there are many reasons for this, the first one is the fact that many of these firms created not only a new product but also a whole new category to place them in (see the next commandment).

For now, let's stick to the idea of "uniqueness." This concept might seem a little far-fetched for the type of product you offer, but in reality it really isn't. As expressed earlier as well as stringently taught in my seminars and consulting practice, top-of-mind awareness is the greatest key to marketing success in all types of business. Top-of-mind awareness is a process by which an "anchor" in the subconscious of prospects has been created and through which you position your firm or product above all other choices in the mind.

For instance, when deciding to find out about the type of product or service you provide let alone when deciding to buy what you offer, your name, the name of your firm, and/or the name of your product must come to your prospects' minds instantaneously. How is this done? Well, there are several ways to accomplish this, but let me share at least two of them with you.

The first and most important is names (or packaging). Does your company or service name intrinsically reflect the type of service you offer and does so instantaneously? If not, you might want to reconsider renaming your company or service. For example, if I told you "Kwik Kopy," you will automatically think of a company offering quick copies! You might say, "Yeah, but that's only for big chains with big budgets!" People have told me this many times over. My answer usually is, "But how do you think they became large chains anyway?"

Today, it astounds me to see companies with names that mean absolutely nothing, such as acronyms (like "DFG Enterprises") or names that do not reflect the competitive advantage if not at least the nature of the business. If you are a computer network consultant, are you "Mike Fortin Consulting" or "Practical Technologies"? What's better: "John's Drycleaners" or "Spotless Cleaners"? The name of your firm should intrinsically reflect what you do, what you offer and how you are different from the competition in just a few words.

This generally requires a great deal of creative effort. In my consulting work when I am refining a firm's corporate identity, some names will pop instantly into my mind while others take more time and effort. So, here's a helpful hint. Try writing down as many names as possible — at least 20 — and pass it around among friends, family, and acquaintances. Ask them what pulls them the most. Look for the "Aha's!" or the "Wow's!" These are the ones you want.

If not, either you will have one that sticks out, or words from a combination of a few of your names that can be used wonderfully together. Listen to what your peanut gallery has to say, but also read between the lines. In other words, many will tell you what they think looks best, but remember that your goal is not to look better but to get busier. Watch their facial expressions when they read your names. Ask them a few hours later what stuck in their minds and not just the ones they remembered as being the ones they liked best.

However, I must point out that there are exceptions to this rule. For example, you are probably self-employed or home-based, and do not use a fictitious business name. You may also be limited financially, since repositioning a firm is sometimes an expensive process — particularly if your name is established in the marketplace. In these cases, a second technique can help. It is to add a tagline to your name. A tagline is a small sentence, preferably 5 words or less, that complements your name and says it all in one single swoop. I'm sure you've heard of "Enjoy the Ride (Nissan)," "Fights Cavities (Crest)," "Kills Bugs Dead (Raid)," or "The Midas Touch (Midas)." You can do this with any name.

For instance, a self-employed computer technician added some flair to his name by using a tagline in all his marketing pieces and correspondence, which read: "John Smith, Solutions Made Simple." An interior designer, Gloria Tessman, now markets herself as "Gloria Tessman's Glorious Interiors." A business etiquette consultant calls himself "Brian Whelan, Where Protocol Meets Profits." In either case, whether you have a unique name or not, try to add a tagline to your name, one that truly communicates all that you are.

Make sure to use your tagline in all your communications, promotional pieces and standard stationery. Additionally, every single nook-and-canny of your operations — even breathing! — should become some kind of marketing process in itself. Remember to look at every aspect of your business, whether it's answering your phone, writing your invoices, mailing your brochures, even handing out your business cards. Every business activity should emphasize in some way your uniqueness through your special name

or tagline.

For example, do you have an answering machine message that says: "Sorry, but I'm not here to take your call right now"? Ugh! Don't do that. Make your machine work for you. Change it to something like: "You've reached Terry Crawford, the 'Teacher's Teacher.' I am currently teaching another successful 'How to Make Mega-Profits Teaching Corporations Part-Time,' designed for college teachers. If you wish to leave a message or would like to receive my free report, '8 Ways to Make Classes Cook for Cash,' give me your name, address and telephone number after the tone in case I need to confirm your address. Thank you for calling the 'Teacher's Teacher!' (Beep)"

In the above example, several other commandments are followed. We will deal with these aspects in greater detail further in the book, but for now just realize that everything you do must become a part of creating top-of-mind awareness. You don't need a huge budget to make this work. Once you've got this down, use it in all your communications. You have to live, sleep, eat and breathe your new name and tagline — especially with your "Elevator Pitch," which I will discuss later on. For now, don't copy. Make yourself unique!

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## 2) Thou Shall Appoint Thyself

A recently understood segment of marketing is the immense power behind the new product category. Often, many businesses build their entire marketing strategy around a particular brand and its better qualities within a currently known product category, only to have it all go down the drain in the end.

Remember the "New Coke"? In the 80's, Pepsi conducted taste tests called "The Pepsi Challenge." Coke, on the sidelines, also heard from their own research that a newer, better tasting brand would beat Pepsi. Only 77 days later, according to Coke's marketing vice-president Sergio Zyman, not only were they forced to reintroduce the older version as "Classic Coke" but they also had to eventually wipe the New Coke out. Better is not always *better*.

Jack Trout and Al Ries, the fathers of positioning and my greatest marketing mentors, have literally developed the product category concept into a science. In their provocative book "[The 22 Immutable Laws of Marketing](#)," they made what I believe to be the most powerful notion ever conceived: "Marketing is not a battle of products but a battle of perceptions." My business mentor used to also tell me: "Perceived truth is more powerful than truth itself."

Both are remarkably true. For instance, a survey was once conducted among the passengers of an airline company. And to the question, "If your food trays were dirty, would you assume that the airline also does poor maintenance on its engines," the answer was, as illogical as it sounds, "yes" for an overwhelming majority! Thus, marketing is truly all about perception.

The greater portion of my consulting career has been in cosmetic surgery and medical practices. I often ask doctors this question: "Look at the leaders in your field — are they famous because they're busy, or are they busy because they're famous?" For example, a particular hair transplant doctor is one of the first surgeons in Canada to perform this type of surgery and was instrumental in its popularization. In addition to the fact that he maintains a portfolio of celebrity patients, this doctor is still widely recognized among the public to be the best surgeon — and that, whether he is indeed the best or not. He even uses outdated techniques in a field that has progressed considerably!

However, superiority in cosmetic surgery is a matter of artistic ability and not of seniority let alone fame. But you see, when people perceive that you are the best, the leader in your particular category or industry, it is much more powerful than actually being the best in the first place. In other words, perceived truth is definitely far more powerful than truth itself.

If you have a product that you perceive as being the best, it may not be a shared perception among your target market. However, whether your product is better than your competition or not, if it's the leader in its field or category, people will automatically assume that it's the best. People will often say: "They must be the best, because they're the leaders!" People have the natural tendency to gravitate towards the leader of a given category and automatically conclude that the leader is indeed the best. For example, Coke outsells Pepsi, even though in taste tests Pepsi seems to be the better tasting brand.

Now, all of this is fine and dandy but you're probably wondering at this point how you can accomplish this. Before I show you how to do that, let me give you an example from Ries and Trout, from their book "[The 22 Immutable Laws of Marketing](#)." If I asked you who was the third person to fly over the Atlantic in a solo flight, and if you're not a history buff, more than likely you will be stumped. Of course, most people know that *Lindbergh* was the first person to fly over the Atlantic. Being the first, he comes to mind immediately. Rather than ask you who was the third person to fly over the Atlantic, if I asked you the same question but rephrased in another way, as in "Who was the *first woman* to fly over the Atlantic in a solo flight?" of course, it's *Amelia Earhart*.

This is the power of self-appointment. One of my favorite marketing gurus is Dan Kennedy, author of the best-sellers "[No B.S. Business Success](#)" and "[No B.S. Sales Success](#)." He stresses that "You don't need someone else's permission to become successful." When it comes to marketing, he is absolutely right. Many people try to compete and may even get the first commandment down pat, but where they often fail is in creating top-of-mind awareness by drowning their image in a currently known category.

Everybody knows who is the first in some category or another, but rarely do people remember who's second or third. And one of the biggest errors most businesspeople commit is in attempting to market themselves as a better firm, with a better product or service, at better rates. Let me share with you a secret that might shock you — if I haven't done it already: Nobody cares. Nobody cares if you're the best. *Nobody!* Even when people say they have chosen a firm over another because they have a better product, they only think they do and were initially attracted to that particular company for other reasons — probably at a subconscious level. Look at it this way: If they do in fact make a choice based on a firm's superior qualities, they will not stay with that firm for long, for they will quickly jump at the next "best" thing that comes along.

People want the newest, the latest, the fastest, the freshest, the brightest, etc. They want the leading product or service in any given field. They want the best! And when I say that they want the best, I don't necessarily mean the "best" but what people perceive as being the "best." So, what do you do in order to produce this effect? If there's no category you can be first in, create one! As Dan Kennedy said, you don't need other people's permission to do that. Creating your very own category is powerful since it is impossible for others to copy you. In other words, don't compare. *Differentiate!*

You can be the first to cater to a specific market, the first to offer an alternative to an existing product or service, or the first to cater to a market in a unique way — such as by offering an ordinary product but with a unique twist. You can also customize a general product or service for a specific market.

For instance, look at your background, your business model or your clients. Is there a common thread or something that stands out? Is there something that really different than anyone else? If not, are there any special awards you or your products have won? Are there any unique references or endorsements you can obtain from celebrities? Do you or your company possess any unique accreditation, certifications or memberships in specific groups? If so, then why, as specifically as possible, did you (or will you) get them?

You might be a travel consultant selling business trips that cater exclusively to financial institutions and brokers — you're biggest clientele. You might market yourself as "the first to serve the financially inclined," "the leader in business trips for bankers," "we take the risk out of traveling for those who deal with it everyday," "the financier's travel agent," or "the first traveling agent for the smart investor." Don't be the best in some category. Be the first in one!

Before we go to the next commandment, I must share with you a small tip that is relevant to the two first commandments. Do you an elevator pitch or speech? And if so, does it create instant, top-of-mind awareness? An elevator speech is what you say when you introduce yourself and it usually includes a sentence or two, no more than 30 words, that states clearly and concisely who you are and what you do. How do you do that? Think benefits. Why should your clients hire you? Why should they buy from you? Why should they listen to you? And better still, why should they remember you at all?

When you introduce yourself to people, do give your name and tell people what you do? If you do, please take this advice: You must stop it right now! I know, I know. You're probably thinking, "What? He wants me to stop telling people what I do? But how will they know who I am let alone remember me?"

Before we go further, let me explain what I mean.

In my seminars, I teach something I call the "Ketchup Principle." Let's say you've just met a salesperson. He gives you a stellar sales presentation. He is dressed absolutely impeccably. His spiel was stunning. He conducted a first class meeting with you. In short, everything was perfect. But all throughout the encounter, you couldn't stop but notice that he had a little spot on his tie — a little ketchup stain, if you will. Two weeks later however, if I were to ask you: "What do you remember most about your meeting?" More than likely, the first thing that would pop into your mind is — you guessed it — the ketchup stain!

As the old saying goes, "You never get a second chance to make a first impression!" That statement is not only true but it also applies even to the simplest of things, such as names. How often have you met people only to forget their names only moments later? So, the bottom-line is to stick in the minds of the people you've just met. Again, your introduction is not meant to persuade this potential client or potential referral of clients to do business with you. The trick is to have you in your prospects' consciousness at all times.

Therefore, when you introduce yourself to others, use your unique name, your tagline, your unique category, and the benefits your provide — and not just your name and what you do. For instance, don't say: "Hello, my name is Mike Fortin and I do consulting work" or "I am a marketing consultant." Rather, say: "My name is Mike Fortin, the 'Success Doctor' — I help turn businesses into powerful magnets." (By the way, that's my elevator speech!)

Not only will it arouse interest but it will also make your name stick in their minds, which is what you really want. That person will either remember you when needing what you have to offer, refer you to others when the opportunity presents itself, or talk about you openly especially when others bring up the subject. That's the power of "Glue for the Mind!"

Here are other examples. If you're a computer consultant specializing in network solutions, don't say, "I'm Elaine Wilson, I'm a computer consultant" or "I specialize in local and wide area networks." Instead, say, "My name is Elaine Wilson of Network Magic, I help corporations relieve their computer network headaches." Don't say, "My name is Jack Vidoli; I'm a management consultant specializing in accounting." Rather, say, "My name is Jack Vidoli of A Knack with Knnumbers, I help cut a firm's expenses of time, effort and money in half by simplifying their accounting systems." See the difference?

Don't forget to put yourself in a whole different category. It's important to not only being the leader in a category but being the leader in the mind. So use it in all your communications, especially when giving your elevator speech. If you're not the first in some category, be the first in one you've created.

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## 3) Thou Shall Make The Ordinary Extraordinary

So, if you're following the commandments, you should now have a unique name, possibly a tagline, and established yourself as the first or leader in your unique category. What about the service or product you offer? Do you offer an extraordinary product or service, or do you offer an ordinary one? Even if the service you provide is customary, most likely traditional, and probably offered by your competition, you should make it *appear* unique just as well.

Remember that perception is more powerful than truth. You don't need to emphasize that your product or service is unique, better than the competition, or even the best for that matter. Doing so by declaring that it is can sometimes be worse than not saying anything at all, and the reason for that is that it makes your self-serving claim appear suspect or exaggerated.

For instance, if you told people that you're product or service is number one in the marketplace, your clients will probably either laugh at you or in the very least question your statement. But if you put a name on your product or service (and trademark it if possible), you will indirectly cast an aura of exclusivity and superiority and do so without utterly flaunting it.

By the way, please note that unique trademarks don't need to be registered, unless you are looking for financial compensation if someone ever copies you. In that case, you must go through a trademark lawyer to register your name or names. I am not a lawyer and do not consider this as legal advice. I strongly recommend that you see a trademark or corporate lawyer for assistance in this area, especially if you're seeking to prevent any form of piracy.

However, once you've conducted a thorough search and as a result found that your trademark is indeed original, after formally registering your trademark you will be able to use the "®" (or registered trademark symbol) rather than the "™" in all your communications — and keep copycats at bay or even sue them should they ever use your names or taglines.

Nevertheless, keep in mind that perception is powerful. When it comes to the perception of a product or service, it will generally fall into either one of 3 categories. (This is especially true with services since they are intangible.) The first one is the "customary," the second is the "assumed," and the third is the "unique." Let's take a look at each element in more detail.

### The Customary

You might be a bookkeeper offering an income tax service as part of your portfolio — one that is widely offered by most bookkeepers these days. But don't just leave it like that. Say "Ask us about our special 'Total Tax Tranquility' service." If you're a dry cleaner offering a tie cleaning service (as most dry-cleaners do), don't just call it a "tie cleaning service," call it a special name, as in "Bring your ties out of retirement with our 'Re-TIE-rement Reversal'."

Before we go any further, you're probably thinking that you're a professional businessperson representing a high class, high quality product or service, and that this type of strategy is too "hokey" or that it doesn't apply to you. When I started out in business, I was a business development consultant specializing in medical practices. Dealing with a very professional clientele, I heard this type of objection all the time. However, I still say that it is possible for you to use this technique, even in these circumstances — and probably more so since doctors and professionals are prohibited from claiming superiority.

For instance, I often search the local yellow pages, in the doctor and dentist sections, to find potential clients. One day, I was immediately struck by an ad from a particular dentist who specializes in pain and anxiety management. He has an anesthetist on staff, and uses intravenous and general sedation for his patients in order to make dental work a more comfortable experience. Most dentists offer this "ordinary" service. But what did his ad say? The headline was made up of two simple words: "Dream Dentistry." Now that's good!

Even if your service is customary or similar to that of your competitor's, by putting a name on an often nameless product you cast an aura of uniqueness and superiority — without having to state it outright. As one of my mentors used to say, "Implication is more powerful than specification!" The resulting effect is that not only will the name keep you in the back of your prospects' minds but it will also create curiosity, arouse interest and enhance desire. By and large, if people had to choose between a general product and one that, through its name, implies a better or more unique kind of product (some kind of added value), more than likely they will go for the second option.

For instance, if you owned an imported car that needed a brake job, whom would you choose: A general mechanic? Or one who specializes in imported cars by marketing its service as "Are your brakes screaming in a different language? Come and see us for your Quicker-than-Customs™ foreign car brake inspection"? You get the picture. (Whoops! I'm getting ahead of myself again, since this example also reflects Commandment #4, which is the power of *specialization*. But I guess you're getting used to me by now, right?)

### The Assumed

Speaking of mechanics, are you a mechanic and, as normal practice, offer free estimates? If you are a mechanic, you most likely do. Everybody *expects* free estimates from mechanics or garages these days. However, as simple as it may sound, if you specify that which is usually taken for granted, you make your name stick! For example, you might call your free estimate "The Hassle Freedom Formula" or the "No Greater than Guesstimate Estimate." Your tagline could even be "Where Smiles and Estimates are Free!"

You see, it might sound silly but the attractiveness of this process is so simple. People may or may not know that garages offer free estimates and, more often than not, they only *assume* that they do. But with a name in which people are indirectly told that estimates are free, people are now *assured* that the garage provides free estimates! In other words, you're turning an assumed product or service into an assured one in the minds of people. And in this day and age where people no longer have time to search for specific information, when they'll need a free estimate your name will pop into their minds instantaneously. This simple technique is indeed remarkably effective.

As shown in the previous example, making the ordinary extraordinary is like turning the *assumed* into the *assured*. Assurance is a great marketing strategy. In fact, there is an immense power behind guarantees, and I love marketing on this remarkable concept. Some people think that guarantees are outdated, overused, and ineffective. Others think that they are not necessary or will increase returns. I know for a fact that that's not true.

People not only love guarantees, but as I said earlier, in today's competitive marketplace you need to stand out like a sore thumb. And a good way to do this is by offering a guarantee in one form or another so that, when placed side-by-side with a competitor, you will be the one who's chosen. Guarantees sometimes frighten businesspeople because it involves taking a great risk on the part of the entrepreneur. The possible loss of revenue is a frightening idea for many people. But if you have a good product, have had good experience with it and believe in it wholeheartedly, guarantees can become powerful weapons in building sales. They communicate instant credibility.

As a matter of fact, guarantees help to *reduce* returns. Why? They are often perceived as an expression of confidence in the product or service. With scams, schemes and snake oils rampant, people have a tendency to forgive far more easily businesses that are credible, have greater customer service and have shown, through guarantees, to believe in their products. Guarantees not only increase sales but also communicate confidence, trust and of course superiority — including the perception of superior customer service.

Nevertheless, if you still wish to avoid guarantees or if your type of work stops you from doing so (as in the case of cosmetic surgeons who are legally prohibited from guaranteeing their work), there are 3 key areas here you may want to consider. First, does your product or service provide a result that is quantifiable and measurable? Second, can your product or service be easily replaced or exchanged? And third, do you offer additional products or services outside your core portfolio that you can provide in order to satisfy your client?

If you're not prepared to give a full-money back guarantee, you might want to consider an indirect guarantee — such as by adding or subtracting something instead. Here are some examples. You're a sales training consultant offering seminars on sales productivity. You might want to offer a guarantee that promises an increase in your client's sales results by, say, 25% following your seminar. If your client's salesforce doesn't meet this goal within a specific period of time, you could offer an additional seminar (or even one-on-one consulting, perhaps telephone consulting) free of charge.

You may be a marketing consultant compensated on a percentage of the client's sales. As a name for your guarantee, you may want to call it the "Risk Reverser" guarantee. Additionally, you might give a bonus product or service free of charge as a way to thank your client for their business. In this case, don't just offer it as a standard part of your package. Market it in the form of a guarantee. For instance, if you are a project management consultant in the computer field, you could add a bonus-training seminar to be conducted after your consulting contract is completed in order to guarantee that people maintain your work effectively after you're gone. As a result, you can call it the "After-Project Assurance" guarantee or the "Perfect Project Pledge."

In essence, the idea is to guarantee that which is a generally assumed part of your business. If the prospect perceives that doing business with you has some added value, even if that which you offer is identical to your competition or included in a total package, you will be able to destroy your competition! Often, the problem not only lies with what prospects perceive but also with what business owners perceive. They too wrongfully assume that parts of their products or services are not important, that marketing them is unnecessary, or as one doctor-client of mine once said, that "it all comes with the territory." I'm sure you've heard the joke about what happens when you assume...

You get the picture.

By the way, that client of mine removes stitches from and follows up with his patients after surgery, and doesn't bill them for these seemingly ordinary services. In fact, they are common practice throughout the entire medical community. I asked him to put a name on it. He now calls it his postoperative "Patient Progress Program." Remember, if you turn the ordinary into the extraordinary, you will turn ordinary marketing into extraordinary results.

### The Unique

Above all, you may still be offering some very special or unique service that your competition doesn't offer at all. That's great! However, the same rule applies. Don't just leave it to a vague title or description. Put a name on it, even if it's not entirely new. For instance, if you're a management consultant offering seminars on how to get the most out of a particular software program you've customized, call it the "Software Savvy in a Cinch Seminar."

In fact, while having a unique product or service beats the previous two categories in creating top-of-mind awareness, it doesn't have to be entirely new. It can be copied and customized in such a way that it appears unique or new. According to Brian Tracy in his program "The Psychology of Selling," many people

have made fortunes by simply improving a current product by merely 10% yet packaged it in a different way. Remember the "pet rock"?

This goes back to the issue of perception. I once watched an *Oprah Winfrey Show* in which Oprah did an interesting piece on marketing. She conducted an apple juice taste test in malls across the United States. While I believe the program was related to how people could be misled through marketing, she was focusing particularly on how companies can easily use false or misleading advertising. The test revealed some interesting facts nonetheless.

She had two bottles of apple juice. One was a plain, white plastic container with a label donning a picture of an apple. Very plain. Nothing fancy. The second bottle, however, was an intricately shaped glass bottle carrying a red label with the picture of a woman preparing apple juice in her kitchen. When people were asked which apple juice tasted better, the majority said that the juice from the glass bottle with the red label tasted better. The surprise came when she announced to her audience that the juices from both bottles were exactly the same! (She actually showed footage of her staff filling the bottles.)

Not bad, isn't it? But it didn't stop there. When she asked her participants why they chose the juice from the red labeled bottle, their answers were astonishing. They said, "It tastes really good," "it's much better than the other one," "it's sweeter tasting," or "it has more flavor." When asked why, one said: "The picture of the lady preparing the juice in her kitchen indicates to me that more care and attention was given into making it, so it has to be better."

It all boils down to the fact that perceived truth is indeed more powerful than truth itself. So when it comes to your unique product or service, pay close attention to how you package it — the name and description you put on it, in other words. This is how brand names have become generic in the minds of people. If it's perceived as unique or as the best through its name, then it is. However, it is difficult for me to give you specific examples here since the uniqueness of your product or service will determine your entire approach.

The key is to market your "original" product or service in such a way so that, if it is ever copied, your product or service's name remains firmly fixed in the marketplace and that your competitor's attempt to copy you will only but remind your prospects of you. If you can, add a guarantee or a tagline to your product or service, such as "Flat-Rate Fashion Facials. Flat Out Fantastic!" Ultimately, make your product or service outstanding by making it stand out!

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## 4) Thou Shall Find More With Less

The most common mistake newcomers to business make is to think that by expanding their portfolio they will *secure* more business. Conversely, they think that by narrowing their market they will also narrow their chances of getting more business. In either case, nothing can be further from the truth. A management consultant who I believe had a knack for human resources also offered bookkeeping services, thinking that having more to offer will keep her busier — she then wondered why she wasn't getting any work!

The truth of the matter is the fact that specializing and narrowing your focus as much as possible will increase your likelihood of getting more business. An accountant specializing in car dealerships will get more business than a general accountant will. An advertising consultant specializing in print media strictly for home furnishing stores will get more business than a typical advertising agent will. A photographer specializing in weddings will get more business than a regular photographer will. And the list goes on and on.

Over the years, this has been referred to as "niche" marketing. Today, niche marketing is fast becoming increasingly necessary. Why? If we go back to the two major shifts I mentioned earlier, you'll remember that the explosion in both competition and information are changing the entire business landscape. As more and more businesses get started and more and more people jump into home-based and self-employed opportunities, the less time, energy, and money people will have to spend in choosing those with whom they will do business. This is not only related to new and repeat business but also to referral business. Brand loyalty is harder to fathom than ever before.

Let's say you have two friends who are both in car sales, and you're thinking of referring clients to only one of them. One of your friends is just a typical car salesperson. The other, however, specializes in first-time car buyers (e.g., students, young drivers, newlyweds, late bloomers, etc). She offers special creative financing methods for those new to credit, additional car-specific driver training information for new drivers and copies of rate comparison charts that suggest insurance companies with the lowest premiums for new drivers.

Now, let me ask you this question: To whom do you think you will refer more people? This is the awesome power of narrowing one's focus. Think of a laser, which is basically a narrow beam of highly concentrated, amplified light. You want to focus like a laser on your niche and, when you do, you will consequently *burn* yourself into your prospects' minds. Now that's branding!

When you get down to it, as a consumer you will choose, when you have a choice presented to you, to go to a business that specializes in a unique area in which you have a specific need. Specialization is in itself a fundamental marketing system, for it casts an aura of superiority. When you deal with a specialist, you will automatically assume that he or she has greater expertise, has greater knowledge about the field and offers greater service since, by catering to a unique market, it implies that he or she will have somewhat of a better understanding of your situation, needs and concerns.

In short, specialization *implies* superiority.

Niche marketing is the wave of the future. And the greater the competition will become, the greater the need for more specialists. Why do you think there is a trend in specialty stores these days? There are stores selling only dry foods in bulk. There are vitamin and food supplement stores. There are electronics and computer stores. There are toy stores. There are specialty crafts stores. There are even mothers-to-be and baby-only clothing stores!

The need to specialize is obvious. For instance, you can get a toaster from a department store, a home furnishings store, a kitchenware store, an appliance store, a grocery store and a drugstore... Even a bank! With all these stores storming you with information, your very limited time to be able to shop around for the best product at the best price will more than likely cause you to go the one that pops into your mind the moment you have a need for a toaster. Heck, if there were a store like "Toasters-R-Us," you'd probably go there first!

Nevertheless, your goal is to find your niche, to narrow it down as much as possible, and then to hit it with all you've got. The narrower your market, the more business will come to you. In fact, the narrower your market, the broader your chances of success in an hypercompetitive, overcommunicated society. It's the paradox of "Thou shall find more with less."

If you're new to business or hesitant about narrowing your focus since you want the ability to offer different products or services, focus on a specific niche to start. And then, as business creates enough cashflow and confidence for you, look at expanding at that point. However, be careful. Expansion does not mean extension. If you expand outside of your area of expertise, you will fall down like a house of cards and will have to rebuild from the ground up. We will deal with this further, but for now try to focus on your niche. And as stated in Commandment #2, become the specialist by appointing yourself as one!

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## 5) Thou Shall Divide and Conquer

Core expansion is far different than extension. Extension is often referred to as franchising, licensing, line extension, or branching out — also known as conglomerating. In this context, I am referring to expansion by division. If you're a specialist in your field — which I hope you are after reading this book — and you offer only one type of service, you can expand from within by dividing your core (your product or service) into multiple, smaller components.

This helps to do 3 things. 1) It doesn't take away from your category or specialization. 2) It increases your hit ratio when targeting clients, since some of them might be interested in your entire package while others may be interested in only a portion of it. And 3) it increases the aura of expertise you project because you refrain from spreading yourself too thin.

McDonald's are reputed worldwide for their hamburgers, pure and simple. Ray Kroc was a milkshake machine salesman and his clients were mainly fast-food restaurants. One day in the mid 1950's, Ray stumbled onto the little drive-in restaurant in the American Midwest run by a couple of brothers who were cooking hamburgers in an entirely different way: The assembly-line method of cooking. He had an idea and the result became the joint venture that today has literally revolutionized the entire fast-food industry.

In the beginning, McDonald's had no more than 3 simple items on their menu: Hamburgers, fries, and shakes. Up to this day and hopefully in the future, you will never find a hot dog at a McDonald's. But now they have hamburgers in every food category possible. They offer hamburgers, cheeseburgers, chicken burgers, fish burgers, double burgers, rib burgers, and on and on. They have small fries, medium fries, large fries, and super-size fries. That's the power of core expansion. (I must comment that the pizza was a wrong move on the part of McDonald's and you'll probably see the "McPizza" disappear very soon, just like the "New Coke" did a decade ago. It seems to me that they were thinking of line extension and not core expansion, which are different.)

Nevertheless, how does this apply to you? Let's say you are a programmer and you offer consulting work. For instance, you may provide consulting, research, programming, implementation, testing, hardware installation, training, customization, upgrades, licensing — and the list can go on and on. Obviously, all of these elements may probably be part of one global package that relates to an area in which you are specialized. But by dividing your core product into individual components, you may not have expanded in a direct sense but you have, however, expanded your possibilities.

Similarly, you may offer an entire package right now but fail to recognize its many different components — parts that can be individualized and offered separately. Look at what you currently offer. Take a notepad and write down every little detail that's part-and-parcel of what you offer. See if each part can be marketed, sold and serviced separately. Once done, put names on each individual "division," and include them in your brochure and price list.

Using the previous example, you could develop your own research division, development division, implementation division, training division, etc. The word "division" means exactly what it says. And by doing so, you may stumble onto clients who may need the entire package and others who may only need, say, a training specialist. Keep in mind that you shouldn't digress from your specialization, but try to remain within your core and expand from within. While you may have narrowed your niche, through division the demand for your products or services will likely increase, even with prospects outside of your target market since you are now catering to different segments.

You can also add new products or services to your portfolio that cater to your niche. Look at dry-cleaners: Beyond dry-cleaning, they offer tie cleaning, shoe repair, tailoring, winter clothing storage, and so on. If you do expand in such a way, don't just leave it at that. Put names on your divisions that specifically describe each one. Aside from dividing from within you could also divide your clientele into groups. While they may still be part of your niche, you have classified them into different categories, which will increase your hit ratio.

In my consulting business and in my promotional materials such as my brochures, I make a distinction between 3 types of clients who might need my services. There are those who are low-key and only seek to increase their cashflow. There are also middle-of-the-road clients who want to increase their revenue and possibly expand in staff, size or scope. And then there are those entrepreneurial types who want the whole "ball of wax"! A conservative client in need for some business development, but fears that he or she will go overboard in doing so (or is low-key, such as a professional), may be attracted to the fact that my services also cater to his or her specific needs as well.

And finally, let's say that your package is inseparable. In this case, there is still a portion that can be expanded by setting up strategic alliances with other specialists (I will deal further on this in Commandment #10). For example, you're a wedding planner offering a package for helping couples prepare for the most important day of their lives. However, when it comes to stationery such as wedding invitations, you use a local printer with whom you've set up some kind of strategic alliance. This local printer gives a special price break offered exclusively to your specific clients as a way to create more business. And, more than likely, the printer is glad to help since he or she knows that by doing so you will constantly send that specific printer more clients.

You can call it your "Incredible Invitation Incentive," which includes the planning and printing of wedding invitations. (Also, the design, mailing and response management of those invitations could also involve the co-services of a graphic designer, mailing house as well as the printer.) You see, you are not competing with the printer but both of you are seeking a same market. We will deal with this further. But for now, remember that by dividing your core you will paradoxically multiply your chances of getting more business.



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## 6) Thou Shall Take it Step by Step

A mistake businesspeople often make is when they try to sell their company directly in every communication they produce. (I'm referring to the idea that they try to sell their company as being merely open for business, and not direct marketing, which is different.) In the case of advertising for instance, they think institutional advertising (or what I call "blind branding") will draw up immediate clients. When advertising, they spend hoards of cash on repeated, slick and entertaining ads. When marketing to people for the first time, they blab on until the cows come home. When sending out information, they send beautifully designed packages that make shipping crates look like a joke!

They think that by selling themselves right in the ad they will get not only an immediate response but also immediate business. This oftentimes backfires and can even take away clients. Many clients I've dealt with usually get as a result of this type of approach a lot of calls but no business — or at least no long-term business. They end up dealing with a lot of people who are merely curious but never serious. Because of hypercompetition, trying to look for pre-qualified prospects can sometimes be worse than a needle in the haystack.

A new concept (although it's been around for years but has recently become very popular) is direct-response marketing. It is a process in which businesses seek an immediate response as a result of their marketing efforts. While it is often used to sell in the immediate sense, many use this technique to offer a free report, item, or service. Little do people know, however, that the direct response strategy is usually not the true goal of the advertiser.

For instance, have you ever seen an infomercial by Charles Givens? His ad explains who he is and what he does, which is to help people make or save money, and then advertises a "free" seminar in cities in which the commercial is being televised. Do you think he's really doing this for free and traveling across the country only to educate people? In a sense, yes. But when people arrive at his seminar, they get tiny tidbits of information that will help make or save money. But it's a certain kind of information that, if participants want to have it continually updated, forces them to join the Givens organization.

Membership fees range in the hundreds and even thousands of dollars, and additional products (mostly information, books, and reports) are sold in the back of the room at his seminars. That's the power of pre-qualified lead generation! People who came out to see him are not general, curious, and uninterested prospects. They have indirectly screened themselves. Once they show up, they are pre-qualified and highly targeted. And after they've been enticed with free information, they are also pre-sold and ready to do business.

As a consultant to cosmetic surgeons, this process is obviously essential if not vital. No one can call a person on the phone and outright ask if that person is wants more hair — at least without knowing if that person is bald in the first place! However, doctors will televise an infomercial or place a print ad whereby the people who respond will naturally fit into a specific demographic. And it doesn't stop there. A process call "multi-step marketing" takes place.

The prospect who comes forward usually wants information mailed to him. The doctor sends a professional brochure explaining the procedure, the possible risks and the potential results... But without any pricing. (For one, it is impossible to determine the cost until the doctor personally sees the patient firsthand in order to measure his degree of baldness.) The package, therefore, along with its lack of pricing, causes the prospect to come forward once more to arrange a consultation with the doctor. In the majority of cases, those that show up for the initial consultation are practically ready to have surgery.

You see, people who may need your services may fit your demographics. But people who actually come forward fit your psychographics. Psychographics are the portion of your demographics that not only need your services but also want what you have to offer. As in the previous example, the demographics for a hair transplant surgeon encompass people who suffer from hair loss. But psychographics are comprised of people who not only are suffering from hair loss but also want to do something about it (since not all of them do).

In your case, if you offer a specific product or service that caters to a specific market, find out ways to make your market come forward with minimal effort on your part. This is called "lead generation marketing." The best way to do this is to offer a free report of some kind. The report doesn't have to be product-specific, service-specific, industry-specific, or benefit-specific. It doesn't even have to directly relate to what you're selling. As long as it targets an audience that fits within your demographics, you're way ahead of the game.

A used car salesperson friend of mine placed a small classified ad in the local newspaper and it read something like this: "Is your car a lemon? Do you know that there are ways to turn your lemon into cash? Before you get rid of your clunker, call for my free report '10 Ways to Turn Your Lemon into Lemonade!'" He even used the pseudonym "The Lemon-Aid Institute."

And guess what? People who answered his ad were not only in the market for a new car, but they were also frustrated with their previous dealership for selling them their lemon. They were enticed to seek more information from that specific salesperson and his specific inventory. In the end, they were far more qualified (or pre-qualified) and also positively impacted by the valuable service the salesperson provided. Car buyers therefore placed more confidence in that salesperson and also felt more comfortable in sending him referrals!

Let's say you're a financial planning consultant. Your services may include investments, mutual funds and savings plans. Rather than place an ad that directly markets these services, you could place a classified ad promoting a free course, seminar or report on helping people to save money. Let's say you're an image consultant helping people to enhance their appearance. You could offer a free kit including a makeover, a

makeup sample, a consultation or a report on colors that will match one's unique complexion.

The idea is to have people come to you rather than you to them. Being in the information age, I personally prefer the "free report" style of lead generation. The incentive doesn't have to relate directly to what you do. As long as it logically appeals to the same target market, you're on your way. If you recall from an earlier example, you can turn your answering machine into a 24-hour salesperson. Your free report offer should therefore be included in the message — they must be somehow invited to ask for the free report.

When it comes to advertising though, you shouldn't go into large circulation newspapers or general publications. I will deal with this issue in the next commandment, but for now remember that your main goal is to generate leads, not immediate clients. The portion of the general public that fits into your demographics is merely made up of "suspects" (you suspect that they might need what you have to offer). When some of them come forward to get your free report, sample, or service, you've isolated the "prospects" from your suspects. Then, if they want more they've become "expects" (you expect them to do business with you). This can be done in virtually all industries.

I used to work as a salesperson for a music store specializing in pianos and keyboards. Older pianos usually require considerable repair since the wood inside holding the strings with which the piano creates its sound may be too old, cracking, and broken beyond repair. They constantly fall out of tune. A salesperson at the store had a small classified ad that said:

### **Beware parents in the market for a piano!**

*Many parents usually buy used pianos for their kids because they don't know if they'll love music and therefore want to minimize the risk of losing their money. However, to the unsuspecting buyer, many used pianos are internally broken beyond repair and temporarily 'doped' in order to sound good and be sold quickly, only to become broken again when it's too late. Before you buy any piano, call for our free report 'Don't Let Piano Problems Put Your Bank Account Out of Tune: 6 Ways to Find Hidden Problems with Used Pianos'.*

His report not only explained the possible faults commonly found in older pianos that can easily go unnoticed, but since he was catering to a specialized market (i.e., parents), his report went on to explain how used pianos fall out of tune quickly causing the child to learn the piano the wrong way and eventually to lose interest — let alone the parents money!

Of course, what the salesperson really wanted was to get these parents to buy new or professionally refurbished pianos from his store and especially from him. The resulting effect, however, was that the report not only brought prospects to his door but also instilled in them a greater confidence in the salesperson in addition to the reasons for buying a certified piano rather than a used one. Last time I checked, he made a fortune using this technique!

Look at lead generation advertising or multi-step marketing as a form of job search. People often send bulky résumés to potential employers in an attempt to sell themselves as much as possible, when very often their attempts get filed away — into the "round" file, that is! Most career consultants stress the importance of summarizing a résumé as much as possible, of including past accomplishments and bottom-line results (instead of responsibilities and duties from previous jobs), and of putting it all on one single page. Why? Simply put, the résumé is not meant to land a job but to land an interview.

Lead generation should be regarded in the same way. Your ad must be small, contain a concise message, stress an immediate benefit (something for free, for example) and offer a useful tool or additional information if the prospect wants to come forward and know more. And this can be applied in virtually all fields and for many if not all types of products or services. What can you offer your prospects to arouse their curiosity and interest? What can you give away for free so to entice them to get more? If you're giving something away, realize that what you're really doing is not giving away free stuff but generating better leads. Nevertheless, keep in mind that, in the end, the cost of giving away free stuff can be far less than the cost of mass marketing!

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## 7) Thou Shall Speak Softly but Carry a Big Stick

The following is probably the greatest commandment in "Power Positioning." Now that we've talked about lead generation advertising, the next step is where to advertise. And the trick to having as many pre-qualified prospects come forward is to have your ad noticed and read by such a specific group of people as much, as often, and as effectively as possible. General publications won't do that and they cost a lot of money... That's cost-per-lead money.

Specialized publications, on the other hand, have the distinction of appealing to a very specific audience and thus increase the chances of it being noticed as well as read. Here's why: If one newspaper has a readership of 100,000 but only 25,000 of this number fits into your demographics, where another has only 40,000 readers but *all of which* fits into your demographics (because the publication is specialized), which one do you think will give you the greatest response? In other words, rather than fishing for minnows in the middle of the ocean, you'll be catching big fish in a small pond. Think of the specialized publication as a sonar that will help you to find the kind of fish you really want.

This is due to the fact that not only the readership of a specialized publication will match your demographics but also that people who buy these types of publications have a tendency to read them from cover to cover. Unlike a mass-published newspaper that will only be skimmed (it is bought by many but read in its entirety by few), a specialized publication will be read more intensely and thoroughly (it is bought by few but read in its entirety by many).

Your per capita hit-ratio will dramatically increase than if you would have advertised in a major publication that's too general or too vague. Your little ad can easily get "lost" in such large media or get drowned in a sea of ads. These days, specialized publications exist by the truckloads! Occupation-specific, special interest or industry-specific publications can include newsletters, trade publications, ezines, journals, reports, corporate mail, magazines, specialty newspapers, catalogues and communiqués from specific organizations.

There are numerous publications for specific people or with specialized topics. For instance, if you go to your library, you will find that there are magazines for home-based businesses, newsletters exclusively written for corporate executives, magazines purely about cigars, newspapers strictly published for firemen, and even magazines geared for, of all things, gerbil breeders! As long as the readership somehow logically fits into your target market, this is where you will get the greatest bang for your marketing buck.

An advertising agent specializing in computer-based firms can advertise an offer for a free report in computer magazines or, better yet, in magazines read particularly by computer firms (such as hi-tech or Internet magazines). A medical consultant should advertise in medical journals, medical association newsletters, or medical equipment manufacturer catalogues — anywhere that puts him in front of as many doctors as possible. Anyway, you get the drift.

By the way, having your own newsletter is also a powerful way to attract quality prospects. If you are not yet publishing one, get on it. It may be offered for free or at a nominal cost to pay for the printing and distribution, but the idea is to have the people who read it want more and come forward. You can sell advertising space in your newsletter to, or swap ad space with, firms also catering to your unique clientele (again, it's developing strategic alliances). Conversely, you can buy advertising space in a newsletter written by another firm that also caters to your target market. The possibilities here are endless.

However, it wouldn't be right for me to end this portion without discussing the web. With information being one the major shifts the world has experienced, the Internet can help to make your presence known in a better, quicker and cheaper way. If you're not on the 'Net yet, you're losing out big time! But if you are, your website and email addresses, which should appear in all your materials, should be made available to everyone with whom you come in contact, even as part of your signature on all forms of correspondence.

Email helps prospects to come forward in the privacy and convenience of their own homes or offices, and it also gives you a chance to respond to them immediately. It's truly a dynamic form of communication that, to this day, is still often overlooked. For example, with an email announcement list, discussion list or electronic newsletter (often called "ezine"), you have the opportunity to remain in constant contact with your clients (and thus maintain top-of-mind awareness), develop credibility and build relationships with them. Also, you should invite people to subscribe at every chance you have.

If you haven't already, create a homepage. Many people think that this is too expensive or technical, which for a large sophisticated website it can be. But a single web page is far different than a robust site in that it's usually a part of a greater website — a chapter of a book, if you will. These sites are usually called domains. Many Internet providers have domains on which your web page can be stored (many are free). Some non-competing strategic alliances with websites might host yours as well. Nevertheless, while it may not be as sophisticated as having your own domain, it's a good start. It's a low cost way to be on the web and it doesn't have to be slick with graphics.

The important thing is to maintain a *presence*. Your page can be strictly information-oriented identical to a book or newsletter. Your page can also be designed to advertise you, your company, and the products you offer. But most important, it can be a wonderful tool for people to access your free report. If your report is written in a two-dimensional printed format, more than likely you will have it on some diskette. Therefore, by having it available via the Internet, people can access your free information and print it themselves at home or the office, without costing any money, time or postage.

However, don't make your free report available directly in your homepage. Many people who choose to use the multi-step marketing process I described earlier (which I strongly encourage) want the names and

addresses of those people coming forward for future follow-up and direct mail possibilities. In this case, they have a special section of their web page that includes their free report, but it is one to which only people who have a password can access.

If you use this technique, and people have seen your site or your ad somewhere let alone your free report offer, they can write or email you to obtain their secret, free and time-sensitive password. Once "inside," they can read your report and do so instantaneously. They now have access to useful information and feel part of an elite group of educated members. Your newsletter can also be published on the web and made available through password protected access. And if your newsletters carry a subscription cost, you can charge people to obtain their password and you can bill them regularly for renewal. Again, the possibilities here are endless.

Remember that you're not trying to advertise with the hope of stumbling onto a trickle of suspects. You want an endless stream of pre-qualified, pre-screened and pre-sold expects! In other words, you don't want to shout in order to attract prospects. You want to speak softly but carry a big stick with which you can lure better leads and "lobber 'em" (with your freebie, information or expertise) when they're in proximity. For example, people who visit your site and read your web page will hopefully want more. But even when only a small portion do, you know in advance that they are much more qualified, which saves you time and effort than trying to fish in a dried up desert filled with suspects.

In addition, once you're on the web there are many more advantages that come with using this medium, such as search engines. Search engines are like electronic yellow pages that contain mostly every page and email address available on the web. (However, there are ways to use engines effectively, and we'll come back to this in Commandment #9.) You can also link your page to other sites and get your link posted on those that also cater to your specific market. This is simply another way to advertise through specialized means.

Nevertheless, it's all part of developing an effective lead generation system, and you know what "system" stands for, don't you? It stands for "Save Your Self Time, Effort, and Money!" Yeah. That's the ticket!

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## 8) Thou Shall Become a Celebrity

In the second commandment, you learned that you should be the leader in your category or in your unique area of expertise. Now you need to be known as such. I met a fellow once while working in New York City who ran his own show on cable television — his very own cable show! Cable and community television stations are wonderful mediums to get the word out effectively. This is an area in which you can get a lot of publicity at little or no cost.

My friend, a computer programmer, hosts a show called "Solution Sentral" on which he is either being interviewed or playing the role of the interviewer. Guests ranged from employers looking for specialized technical staff to other consultants in similar areas. He also takes calls on the show and has an email format where people can ask questions online, to which he'll answer directly on the air. The show is not meant to advertise him directly — if so, the station would charge him for it — but as a public service.

Publicity is greatly different than advertising. There are many different ways to get publicity out there let alone free publicity. But the idea behind publicity is not to market your business or product (or at least not directly). Your goal is to get yourself known and known as an expert in your field. Publicity is far more credible than advertising. If you have narrowed your focus to a very specific, highly specialized field, publicity will come easy to you. The media loves to receive information from people who are uniquely qualified in their specialty.

Do you write articles for your local newspaper or in the very least in the op-ed section? Do you send news releases to all the TV, newspaper, and radio stations in at least your area? Do you offer free seminars during fundraisers for non-profit or not-for-profit organizations? Do you offer to speak at luncheons, clubs, and organizations such as the Rotary? Do you offer free services to charities or sponsor community projects? The list goes on.

A hair transplant doctor sent out press releases to all the TV stations and offered to perform surgery live on the air as part of a medical documentary. With the patient's consent, cameramen filmed the doctor performing the procedure and the news reporter occasionally asked questions, such as: "What exactly are you doing now, doctor?" Not only did the news report cause his practice to get flooded with calls, but the doctor also obtained the permission to mass-copy the televised report on videotapes, and mailed them as part of his information package to potential patients and referral-sources.

The show created a lot of "buzz" and the surgery was the talk of the town. I don't know if he actually did this, but if I were in his shoes I would have the tape digitized and available to be played on the web. People accessing his web site can view the clip right in their own homes. Some people I know have their interviews, speeches or voices digitized and plug it on the 'Net as well. Of course, everybody can do that. But if you're not on the web, yet have a copy of a TV or radio interview on cassette, get the rights to it and send it to everybody who wants one, including potential referral-sources and strategic alliances.

A temporary help agency specializing in government support personnel had a neat idea. Their clients are mostly purchasing agents and, one year, a golf tournament was being held for — believe or not — government purchasing agents! (I believe it was to raise money for some charitable foundation.) The tournament was held in the middle of summer and it happened to be a hot day. So the salesperson, wearing a T-shirt bearing the company 1-800 phone number, rented a golf cart and loaded it up with coolers containing soft drinks. He drove his cart from hole to hole and offered free drinks to all the golfers in the tournament! In addition to the exposure this gave him, he was also given a chance to speak at the awards ceremony and mingle with the crowd.

If you're an expert (and by specializing, you are one) you must get out-and-about and make yourself known as one. For example, I know of an insurance agent who decided to specialize in life insurance for newlyweds and new families. His company didn't require it from him but he decided on his own to develop an expertise in this area. You'll often find him at bridal fairs, bridal shows, home-buyers seminars, home furnishing stores, banks, mortgage institutions, toy stores, baby clothing stores, car dealerships and so on.

Now, for a typical insurance agent to do this kind of stuff may or may not be a waste of time. (It likely is.) But how much more effective will he be if he promotes himself at those events or locations as an insurance agent strictly catering to new couples and new families? Yup. Much more.

Do you have your free report written by now? If so, write a query letter to magazines and newspapers for an article you wish to contribute. A query letter is one in which you address the editor and propose a topic, on which you have an expertise, for an interesting article. Make sure that the headline of your query grabs their attention and makes them want to read it. Make your article somehow related to your free report too. Give them a brief outline of your article along with a summary of your free report as "tickler."

Don't forget to include in your query that you're not seeking any compensation (at least not now), but ask if you can add a byline. A byline is a small note at the end of your article describing the author and how he can be reached. Send the same letter to as many newspapers as you can, especially specialized publications read by your target market. By the way, always ask for publishing rights so that the paper doesn't prevent you from having your article published elsewhere. Nevertheless, make sure that your query letter addresses how your articles will benefit THEIR readers. This is one of the advantages of writing for a specialized publication! Your potential clients are readers.

Now, write! While your article should not be promotional, it may contain some highlights of your free report. Your byline can and should invite people to order it. It can say something like: "Michel Fortin is the 'Success Doctor', an author, speaker and consultant specializing in business development. If you wish to learn more about the ideas written in this article, you can obtain a free copy of the complete report, 'The 10 Commandments of Power Positioning', by calling him at (613) 748-1624 or by email at

[michel@successdoctor.com](mailto:michel@successdoctor.com)."

Since your articles do not appear blatantly promotional, they help market your expertise far more effectively and carry far more weight than any self-serving advertisement. They grant you greater credibility because, like publicity, which comes from an objective third party, they imply your superiority rather than state it outright. And since implication is more powerful than specification, publicity will help solidify your leadership in the mind faster, more effectively and for a longer period of time than any other form of promotion.

There's an old saying, when I used to be in the insurance industry, that goes: "Talk good about me or talk bad about me. But either way, please talk about me!" So, get out and about! Get others to know you and talk about you.

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## 9) Thou Shall Speak Out and Spread Out

I know that the yellow pages' people will hate me for this, but your yellow pages' ad, although an essential part of your entire marketing machine, doesn't have to be of a large size, in color, prominently displayed, or tied-in with other gimmicks that the yellow pages salespeople have to offer. While necessary, the yellow pages should only be used as support systems.

The concept of this entire book is to teach you that creating top-of-mind awareness (not "institutional" advertising) should be your main marketing goal. When people have seen your ad, heard about you, or have a need for your services at any particular time, your contact information may or may not be available to them at that particular moment. Therefore, you want the yellow pages to back you up and not use them as a full-blown marketing medium.

Yellow pages salespeople more than likely don't have to sell you on the need to be in their directory, but where they make their commissions is by making your transaction as hefty as possible by selling you on size, color and other gimmicks. Quite frankly, you don't need it! Your mere presence is all that matters. However, there are some basic rules that you should follow.

The title of this commandment is: "Thou shall seek out (support systems) and spread out (among them)." Indeed, I'm a fervent believer in support systems since, when creating top of mind awareness, your potential clients may not necessarily need you at that moment, but they may do so later when your contact information may not be available to them.

Whether it's local directories, specialty directories, occupation-specific registries, industry or trade directories, yellow pages, search engines, Internet directories, or trade publications, you should seek them out and list your company in as many of them as you can. The trick, however, is to spread out. Essentially, being there (and being everywhere) is all that matters.

Don't be prominent in size or display. You can have a small black-and-white telephone ad carrying the name of your company, your tagline, what you do (your specialization), your "unique" product or service, and, if possible, your free report offer. However, spreading out, especially within a single directory, is your best bet for higher visibility. For example, if you're a hairstylist specializing in onsite hairdressing, your ad can say: "Meg Kessler of 'Scissors on Wheels' is your in-house haircutter! Specializing in onsite special event hair management and the creator of 'Hassle-Free Hair Job'." To see how I can make sure that your next event has a good hair day, or for a free copy of my report 'Styles That Can Make or Break Your Next Public Presentation', call..."

Now, here's the trick. The yellow pages people might tell you to be in only one particular location of their directory. Don't. Try to be in as many locations that logically relate to your firm or your service. Your ad can be small but it should appear in as many sections of the directory as possible. For instance, beyond the obvious "Hair" section of the directory, the previous ad can also appear in "Weddings," "Event Planning," "Image Consultants," "Modeling Agencies," "Conference Planners," "Color Consultants" even "Senior Citizen Services."

This also applies to the Internet, with search engines and directories like "Yahoo" and "Alta Vista." You should not only try to be on as many search engines as possible, but also try to spread out as much as possible among them. For instance, a search engine is one in which you conduct a search based on a keyword — a word that you want the engine to search. It will scan their entire database and find as many web sites that contain your keyword.

You might register your homepage according to a specific set of keywords, but if you register it under numerous keywords your hit-ratio will increase dramatically. Keywords don't necessarily have to relate to your content. Those that also indirectly relate to your content — let alone to your firm, product, or service — should also be included. For instance, they should comprise of any word that may be tied to benefits you provide and the market you're targeting.

For example, a baker specializes in cookies. She not only bakes different kinds of cookies but also creates different shapes, sizes, designs and arrangements with them. One of her many creations are cookie baskets with bows and lettering for, among other things, weddings, bridal showers and baby showers. So what did she do? She registered her page under "cookies," "weddings," "mariages," "showers," "baby," "brides," "grooms," "party," "cakes," "church," "gifts," "family," "souvenirs," "ideas," "shopping," etc.

Another support system that is often ignored is the answering machine. It should not be regarded as simply being a means of taking your calls and messages. Turn it into a support system as well. In fact, turn it into a salesperson working for you 24 hours a day, 7 days a week. Your message should invite people to do something. Does your message invite people to just leave a message? Or does it invite them to place an order for your free report?

Telephone companies usually offer multiple voice mailbox services, giving the caller the ability to either leave a general message or press a number in order to leave a message for a specific recipient in another mailbox. There's also the option to choose the number of boxes you wish to have on your phone. But a mailbox doesn't need to be associated with an actual person. Here's a sample message: "Hi! You've reached Craig Jones of 'Investment Mastery Inc.', where people learn how to be wise with their wealth. If you wish to leave me a message, press 1. To order my free insider's report, 'Money-Making Magic: 8 Sure-Fire Strategies for Making Money in Stocks,' press 2."

Ultimately, the object of "seek out and spread out" is to use as many support systems as possible. You want to be in front of your prospects often, but more importantly when they decide to buy from you. In other

words, spread yourself thin. Don't be big. Be small... But be everywhere!

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## 10) Thou Shall Make Thy Net Work

We've made it! You've now reached the last commandment. And what better way is there to end this book that's chock-full o' marketing secrets other than by telling you about something I truly hate. I hate networking. Really, I do! I hate it because, in my experience, it hasn't brought me anything substantial in return. You're probably saying: "Has he lost his mind?"

But wait a minute, hear me out. Networking isn't a bad concept, far from it. If the previous commandments have been properly followed, networking can be a fantastic marketing tool. If you can be at the top of your prospects' minds, you can also be at the top of your network's mind, right? Your special name, tagline, "unique" product, free reports, lead generators, celebrity status and support systems, all added to a network of friends, clients and associates, can (and should) bring you an incredible amount of business.

However, here's the problem. Having a network and having a *networking system* are two entirely separate things. When you're only networking, often people will want something in return or else they will either stop sending you clients or simply lose interest (if you don't take the time to recognize their efforts, and that's if you have any time left at all). So, how can you reward your network? Better yet, how can you turn your network into a networking system? The answer is by developing a network of strategic marketing alliances. In other words, creating a network of marketing *joint ventures*.

All throughout this report you have read about techniques in setting up strategic alliances in some form or another. They were included in the many examples you've read up to now. There are as many different forms of systematized networking opportunities out there as there are businesses. So I strongly encourage you to vigorously seek them out. In my experience, I have found that they mainly fall into 3 major categories. The first is what I call the info-network, the second is the auto-network and the third, the intra-network. Let's take a look at each one and how you can apply them to your situation.

### Info-Networking

The information-based network is one in which a strategic marketing alliance is created. This alliance is one in which information is exchanged in some form or another between parties. Basically, that information includes qualified leads that both you and your alliance share, or information about each other that is promoted to each party's market (also known as "cross-promotion"). As long as your strategic alliance logically shares the same market without directly competing with you, there is an immense potential for you to consider.

For instance, I mentioned to you earlier about the power behind the free report and especially the newsletter. Advertising space can be sold at a nominal cost in order to pay for the printing and distribution of your newsletter, or it can be offered to those that might be happily interested in being directly promoted to your market. In turn, you should seek out ad spaces in newsletters, corporate literature, brochures or catalogues of potentially mutually beneficial alliances. The obvious advantage is that it can save you money by swapping ads.

This also refers to mailing lists where you can swap prospect or client lists. Mailing lists seem to have increased in popularity these days and, if used properly, can produce pretty good results. Mailing list brokers sell or lease mailing lists that you can use to conduct direct mail and telemarketing campaigns — lists of people that match your demographics.

However, beware. Brokered mailing lists will be limited to the demographic data you specify and not the psychographic element of your target market — that's impossible to discern, unless you or the brokers were psychics! Also, electronic mailing lists are a little more complicated. Email is a more intimate medium and privacy is an increasingly important issue these days. Therefore, if you choose to use a broker's list for your direct email campaign, make sure to choose a reputable and ethical firm where you are guaranteed that people have voluntarily submitted their addresses. Such lists are often called "opt-in."

In order to curtail both these problems, a better solution is to seek out strategic alliances and ask, rent or buy their list of prospects and clients. (In the case of email, you are not swapping lists but endorsements and special offers.) Most of them will approve especially when you trade your list of clients or prospects with them. But if you have to rent or buy their lists, the cost will definitely be far less than that of one coming from a broker — they're not cheap!

Most strategic alliances are not accustomed to the idea of sharing their lists and will therefore be happy with just a few bucks. But the added advantage is that, since you know from where these lists originate, you'll have a better handle on the quality (i.e., the psychographic element) of the recipients. As far as email and privacy are concerned, info-networking doesn't mean that there has to be an actual mailing list exchange. You can swap ezine ads, solo ad mailings or exclusive special offers endorsed by each list owner.

Nevertheless, should you decide on targeted mailing lists to market your free report, it should yield a substantially greater result than ordinary, unsolicited, general public mailings. For instance, mail directed to the public usually result in a mere 1 to 5% response, while direct mail to a predetermined demographic will likely produce an 8 to 13% response. But if your free report is used in your campaign, and if your goal is only to generate pre-qualified leads and not immediate sales, your chances of beating the 25% mark will be easy.

### Auto-Networking

Auto-networking is the process of creating referral-sources that automatically supply you with good quality leads, without you having to lift a finger. Brochure stands, posters, flyers, coupons and business cards can be placed at the offices of potential referral-sources. Again, I hate networking, especially when I have to work for them (or, in other words, nurture them). So auto-networking doesn't mean to give out cards to a possible referral-source and then hoping it will produce something in return. It means setting up a system between both of you where, since you are catering to a same market, you have made an arrangement to constantly supply each other with materials and information.

Here's an example. A drycleaner discovered that the largest clientele of a nearby restaurant was mostly made up of company executives having "power lunches" (those business lunches the tax people love to hate). The drycleaner, knowing that her greatest clientele is also made up of executives who bring their shirts or dresses to have cleaned, saw an opportunity.

Coupons were made up and handed out by the restaurant's waiters and waitresses along with their clients' food tabs. They offered a 5% percent discount on dry-cleaning services and the coupons could be accumulated up to a maximum of 25% — of course, they were valid for a limited time only. In return, the drycleaner handed out coupons (clipped to their clients' garment bags) offering a free appetizer or dessert at that particular restaurant — good for one per person per lunch — with every load of \$30 worth of dry-cleaning.

But it didn't stop there. They exchanged posters, flyers, coupons and printed materials (such as the restaurant's menu and the drycleaner's brochure, which were both left on each other's counters). They also marketed the campaign under the banner of "Don't let the spot on you shirt from the juiciest roast beef in town at Carmicheal's Restaurant ruin that big deal! Bring it to Sparkling Cleaners, the first drycleaner for the busy executive, because 'Power Lunches Deserve a Clean Image.' With Carmicheal's Restaurant and Sparkling Cleaners, you can take your clients to lunch... And take a bite out of dirt!"

By the way, I must take a moment to ask you a question. ("Here he comes with another pop quiz," you say.) In the previous example, particularly in the marketing approach the drycleaner and restaurant took, were included some other commandments. Can you guess what they are? The obvious ones are hard to miss. They both carried the trademark symbols, indicated that they specialized in one area, and had taglines added to their names.

But the one that might have gone unnoticed is the category in which the drycleaner placed itself. Being the first drycleaner specializing in executive drycleaning is probably a little misleading and most likely untrue, but by calling itself the first drycleaner for the "busy" executive, it has created its own unique category. (All right, all right. I was just checking!)

Another form of auto-networking is, as the saying goes, "You can't teach an old dog a new trick, but you can surely teach a new dog to cook you breakfast!" Creating networking systems with referral-sources who are either approached by competitors or already implicated in other commitments may be a difficult task. So, what can you do? Get them while they're just starting out, especially before they become potential targets for your competitors.

Previously, I showed you how important it is for you to get known in your industry as the expert — the celebrity in your field. By conducting speeches, sponsorships, seminars, and the like, you are creating that all-important top-of-mind awareness. Many of the members in your audience should encompass potential referral-sources. But referral-sources have to come from somewhere, don't they? So, if you can approach them before they can be approached by your competitors, you can save yourself a lot of effort let alone grief.

For example, I teach hair transplant doctors to become known among the hairdressing community and set up strategic alliances with them by, among other things, setting up brochure stands in their salons. However, if they've been in the industry for a while, many of these stylists may have already been approached by other doctors or may have a fixed idea in their minds of which doctor to whom they would refer their clients for cosmetic surgery.

In my consulting work, I help doctors to set up special presentations as "guest lecturers" at local hairstyling and beauty schools. Schools love it since it's part of their curriculum to teach future hairstylists on the mechanics of hair growth and replacement. Some provinces or states also make it an essential part of their licensing requirements. As for the doctor, he not only gets his name inculcated into the minds of these future hairstylists but also has created an almost impenetrable barrier against competitors wanting a "piece-of-the-pie." By being part of their schooling, these doctors became a part of their minds!

This technique can be applied in almost every industry, with trade schools, business schools, community colleges, government services, unemployment insurance subsidized courses and so on. A government software designer can give a small presentation during courses the government provides to recently hired purchasing agents. A wedding planning consultant can give a brief talk during pre-nuptial classes (also know as "marriage preparation courses"). An accountant specializing in corporate taxation can give seminars to young entrepreneur workshops offered by local chambers of commerce.

### **Intra-Networking**

Think of intracorporate divisions, Intranets and intrapreneurs (e.g., employees owning a portion of their employer's company). "Intra-anything" simply means two or more parts of a whole that are independent but also inter-dependent. It's like a network "within a network." Basically, this is the old bartering system that goes back since the beginning of time. But in terms of intra-networking however, it is not a direct exchange of product for product or service for service (or even product for service), but an exchange of a service or product for information, clients, referrals, support or promotional efforts.

For instance, a restaurant makes an arrangement with a local gas station to offer coupons to each client that comes to pump gas. They were given the permission to hang posters in the station, leave menus at the counter, and place fridge magnets on the pumps. For every 10 coupons the restaurant received, the employees at the station were given a free meal.

A freelance writer edits corporate newsletters. She will then have her articles and personal advertisements published for free in newsletters that target her market in exchange for editing the publisher's business correspondence let alone the newsletters themselves. Hotels make up the majority of the clientele of an advertising agent specializing in elevator advertising. Hotels place the agent's brochures in all the vacant rooms and suites for free in exchange for free advertising space in the elevators of other business office buildings.

What kind of product or service do you offer from which a referral-source may benefit? Think of ways of being able to offer your products or services for free in exchange for pre-qualified leads or, as mentioned in info-networking, promotional efforts. Intra-networking can also become powerfully effective if you were lucky enough to stumble onto another company that offers products or services that complement your products or services well, while at the same time sharing costs (such as advertising costs), leads, as well as clients.

Take the example of the printer and wedding planner mentioned earlier in the book. Now, the printer gives a special price break for your clients knowing that you will refer them to him. Obviously, this might relate more closely to the auto-networking style. But if the printer agrees to print your promotional materials, your business cards, your brochures, or your letterhead for free in exchange for a certain number of your clients, that's intra-networking at work!

Altogether, info-networking, auto-networking, and intra-networking are powerful tools to help make you create good referral-sources that work and never stop working. The idea is nonetheless to network but to do so wisely so as to be able to create as many leads and clients as possible with the least amount of effort. Don't network. Make your net work for you!

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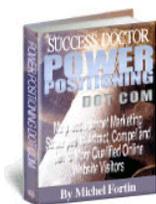
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## Bonus! Thou Shall Put it in Writing

Here's a bonus commandment. I thought I'd make it a bonus because 11 would sound a little funny, wouldn't you think? And it is indeed a bonus since, with all that you have learned, you would never be as effective if I didn't give this extra piece of advice while implementing the first 10.

I can never stress enough, whether it's in this book or in my seminars that, in order to create endless streams of new, repeat and referral business, you must turn every single nook—and-cranny of your business into an effective marketing system. Every step you take during the normal course of your business activities should include making yourself known as the expert in your field — at least in the minds of those who are in it. All forms of correspondence, literature, promotional materials and advertising must contain at least 8 or 9 of these commandments — although 10 would be more effective.

The power of the written word has been proven scientifically to be of immense proportions. Roger Dawson, in his book "The Secrets of Power Negotiating: How to Get Anything You Want," emphasized a universal law, which states that people will believe more what they see in writing than what they don't see in writing. As Roger points out: "If it is said it could be true, but if it is written then it *must* be true." Therefore, when positioning your firm or product, your efforts will be far more effective if they are done through the written word.

For example, writing your own book is indeed an effective if not essential tool for establishing your credibility. They say that you must "publish or perish." Today, that statement has greater meaning. In a society where people are constantly bombarded with marketing messages and leery of claims of any kind, communicating your uniqueness, your competitive advantage and especially your expertise through the written word (such as by writing books, articles, endorsements, reviews and press releases) is far more credible and believable than any direct promotional message.

Nevertheless, start by putting things down in writing. If you don't have a brochure or publicity kit, make one! If your fees are not listed on a fee schedule for all your clients to see, print one! If articles written by or about you have been published, make copies and pass them around! If you have reference letters especially written by clients who initially had concerns or objections, offer copies to prospects who have the same concerns! If you don't yet have a catalogue of your products or services (both in a packaged form and in divisions), including your lead generators, create one!

I may be overly emphasizing the importance of putting things down in writing, but I feel that I can never stress it enough. Realize that the above items, along with all of the tools that you've learned in the ten previous commandments, are crucially important to have in writing in some form or another in order to create lasting top-of-mind awareness. The written word is immensely powerful!

Let's take the example of the cosmetic surgeon one more time. A patient being consulted for surgery has concerns about pain. Now, if the doctor says that the procedure is painless, his will be somewhat believable. But how much more believable will it be if the doctor pulled out of a binder a testimonial written by a patient, one who had the exact same concern prior to his surgery, and in it claimed that the procedure was indeed painless?

Let me share with you what I do in my own consulting practice. For instance, in my car or in my travels, I not only carry a promotional kit but also usually carry several large briefcases that contain the following items:

### A Business Portfolio

This is a large three-ring binder that contains copies of ads, books, white papers, booklets, business forms, radio scripts, flyers, direct-mail pieces, infomercials, sales letters and commercials that I produced. In short, my portfolio provides samples of my work (some are now digitized on my laptop).

### A Reference Binder

This binder contains just testimonials written by satisfied clients. But the neat part is that they are grouped — where a group represents letters from clients who had a specific concern. The binder is neatly divided into sections for quick retrieval in case I need to convince a prospect with a similar objection.

### A Presentation Binder

Being a computer lover, I use *PowerPoint Presentations*. But if my laptop doesn't work for any reason, I use my presentation binder. It contains an overview of my company, my brochures, lists of my products and services, fee schedules, lists of past clients and sample contracts. It also contains charts, graphs, statistics and "ticklers" that will help to sell me and my services.

### And Media Kits (lots of them!)

I always carry around a large quantity of press kits that contain recent news releases, articles written by and about me, transcripts of interviews, brochures and business cards, books and reports that I've written, awards and letters of recognition, recent copies of my newsletters and of course my résumés.

If you don't have a laptop computer, you can still create a larger presentation binder offering the materials that I just described. You can purchase a special binder that bends halfway and props up on a table or desk. While you don't have to have the entire package I just gave you as an example, you can fit most of it into your special binder. And be sure to use sheet protectors! Pages are not only easier to handle but it also

looks much more professional.

Finally, a quick word about written materials. Some years ago, I came across an article (I believe it was in "Entrepreneur Magazine") that gave interesting statistics gathered from a recent survey conducted by a direct-mail marketing firm for a credit card company. The survey found the following: Documents that are high in contrast (i.e., dark print on light colored paper) have pulled a greater response over colored print on colored paper (and the higher the contrast is, the greater the response will be). For example, it found that traditional black on white is best, yet color on white or black print on light colored paper is just as good. As long as you maintain a contrast between your text, graphics, pictures and the paper you print them on, you're rolling.

The research also showed that borders (frames around texts) seemed to have increased readership by 20% over plain text with faint or nonexistent borders. It also found that certain words pulled more than others, including the words "save," "free" and "discover." Try using these words in your printed materials as much as possible. (By the way, although I don't know, it is my guess that one of these 3 words eventually became the name of that credit card company conducting the research!) And more important, make sure they all contain if not stress your name, tagline, specialization and unique category.

It is my sincere hope that these power positioning strategies will help you create endless streams of new, repeat and referral business. I wish you good luck, both on your quest for increased business and greater business health!

Dynamically yours,



Michel Fortin  
The *Success Doctor*<sup>TM</sup>

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