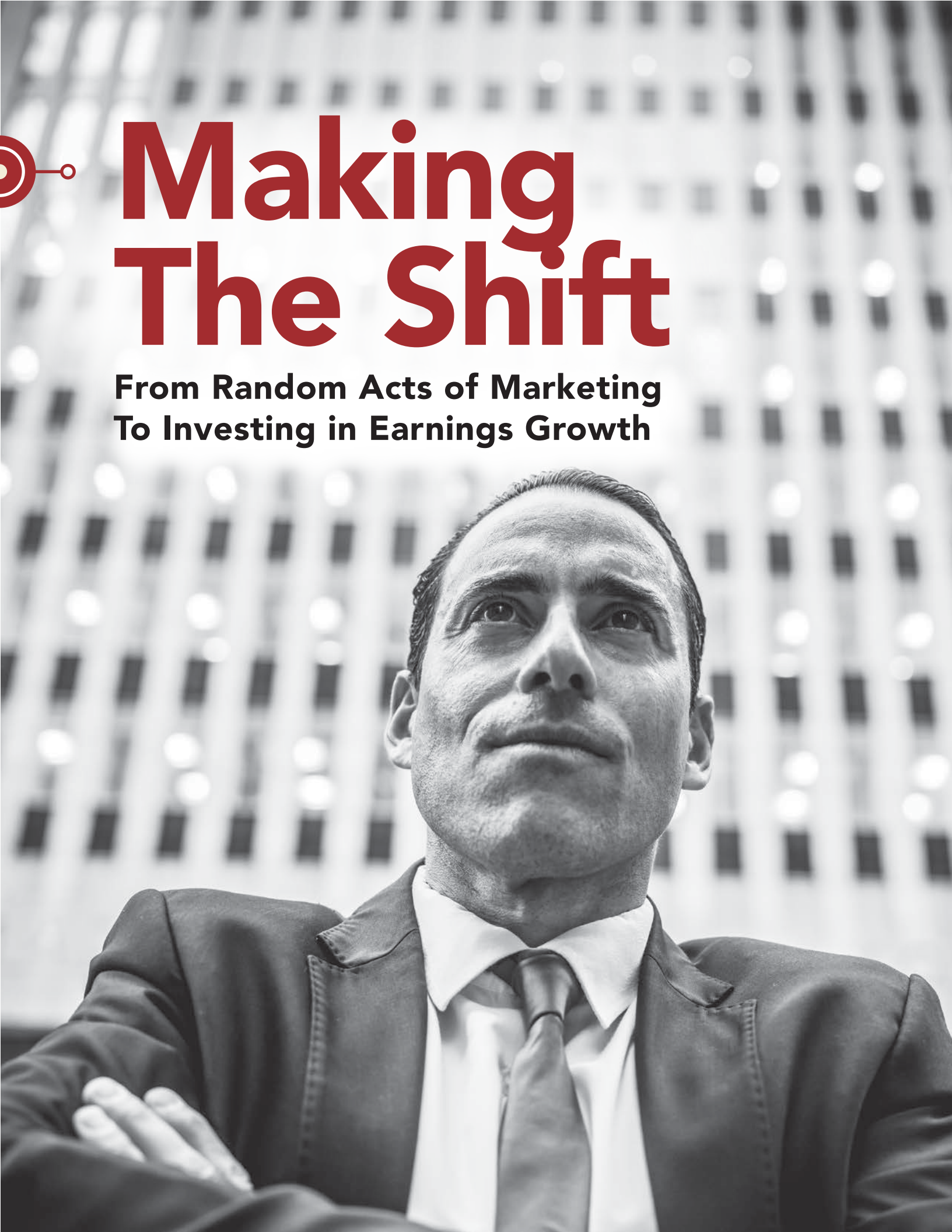
Making The Shift

From Random Acts of Marketing To Investing in Earnings Growth



What Are Random Acts of Marketing

Random Acts of Marketing are what we call the focus on marketing tactics and technology without a clear sense of purpose or specific objectives.

Rough Translation **"Let's throw stuff at the wall and see what sticks."**

WHAT'S WRONG WITH RANDOM ACTS OF MARKETING?

If you're straining to invest in marketing, you can't afford to waste your investment on fads and wishful thinking. You need to leverage your marketing investments on things that make sense, sales and contribute to your mission and vision.

Your marketing investments need to make you more relevant, more compelling, more competitive, time efficient, and responsive. Investments need to increase your capacity to sell, decrease your sales cycle times, reduce your cost of sale, and make you more competitive tomorrow than you are today.

DOES THIS APPLY TO ME?

Random Acts of Marketing are almost an industry standard, and it's been like that for decades. You're almost certainly running your marketing this way, and it's time you stopped. You can achieve much more with a shift in approach.

What's an Earnings Growth Program

An Earnings Growth Program is not a shopping list of things to buy.

A program is a series of steps used to reach goals. Goals often include reaching, engaging, enrolling and retaining clients to increase the rate of earnings growth.

Your program is like an assembly line that cultivates relationships and produces opportunities. Like any assembly line, it can be measured and streamlined to work faster and more effectively.

The more fluid you make the process, the easier it is for clients to buy from you. The easier you make it, the faster you can scale your operation and be more competitive.

There's a lot more to building an Earnings Growth Program than this, but hopefully you're starting to appreciate why a systems approach is better than Random Acts of Marketing.

The Six Paradigm Shifts

What's involved in getting your transformation underway.

1. **THE MARKETING LEADERSHIP SHIFT** is about taking on marketing as an executive priority. This shift is the most important, as it makes the other five shifts possible. It's where you choose to participate in sales, marketing, and customer service leadership.

2. **THE OUTCOME ORIENTATION SHIFT** moves you away from random activities to a focus on results. A focus on outcomes helps you commit to what's important and make strategic investments that move you forward.

3. **THE DESIGN SHIFT** is about expanding the role of design to include purpose, form, function, relevance, experience, usability, economic performance, and more.

4. **THE CUSTOMER JOURNEY AND LIFETIME VALUE SHIFT** is about facilitating your customer's journey through your business. The focus shifts to customer relevance, building relationships and expanding the lifetime value of a client.

5. **THE SYSTEMS THINKING SHIFT** is about turning sales and marketing into a procedure. Business development becomes a process for guiding your customers from point A through B all the way to Z.

6. **THE FEEDBACK AND CONTINUOUS IMPROVEMENT SHIFT** is about using performance feedback to continuously refine and improve how well your system fulfills its mandate.

How Does The Shift Occur?

You break the process down into three macro stages that are further broken down into 20 areas of focus.

The Macro Stages are Design, Build and Grow.

DESIGN

THE DESIGN STAGE is about helping you visualise your business and clarify your intentions. In the Design Stage, you get clear on your vision, set specific intentions, establish target outcomes, plan how to build your system, and start preparing materials.

BUILD

THE BUILD STAGE is about setting up infrastructure to help you scale up and control the process. In the Build Stage, you refine your planning, set-up your infrastructure, integrate all the different components, automate client interactions, set-up performance tracking, and train your team to adapt.

GROW

THE GROW STAGE is about sales, client engagement and lifetime value. The Grow Stage is arguably the most fun. It's where all the promotion, sales and client engagement occur. It's where you reap the rewards of all your planning, effort and investment.

This phase is the longest as it becomes your new operational norm. The Grow Stage is also the most operationally complex. There are multiple objectives, it involves several disciplines, and an iterative process of tracking, performance improvement and portfolio rebalancing.

The Grow Stage is where you drive sales, expand your client base, build relationships, earn loyalty, and increase your rate of earnings growth.

Where Do You Start?

You start by taking one step at a time.
There are 20 steps to follow, that we call our 20 Ways of Being.

The idea is simple. ***Each Way of Being*** is an area to focus on and integrate into your routine and business systems. The ways are largely sequential, but you can work on a few at a time.

The ***20 Ways of Being*** nest into the **Design**, **Build** and **Grow** stages, and together they represent the roadmap for your transformation.

ARE YOU READY TO MAKE THE SHIFT?

Anyone can do it because ***The Shift*** is more philosophical than technical. Technology enables ***The Shift*** to occur at scale, but even a solopreneur can make it happen. All it takes is you deciding to get clear on your purpose and commit to making it happen.

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