

Reality Marketing Revolution

**Transform Your Small Business
into a Money Making Machine!**

Eric Keiles & Mike Lieberman

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Dedication:

We dedicate our first book to all the entrepreneurs
who took the leap of faith to start their
own businesses and live the life they've
always dreamed.

We also want to thank the incredible team at
Square 2 Marketing for tirelessly helping those
entrepreneurs achieve their dreams.

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|| Foreword

A revolution occurs when a majority of people challenge a common belief they have been told to accept as true. During the American Revolution, the new thinking was that our country should be free from the tyranny of the British Empire so our citizens could pursue their personal goals and dreams.

For decades, business owners, entrepreneurs, and marketers followed the advice of traditional ad agencies. But mass advertising like radio, TV, and billboards no longer fit the new reality. So it's time for a Reality Marketing™ revolution -- to create new models of marketing that will better promote your small business; to “rage against the machine” that has taught business people like yourself to implement marketing programs in an outdated fashion.

In Reality Marketing™, we offer new marketing strategies and tactics that will realistically meet the budgets and goals of small business owners. We'll show you how to slash your expenses and increase the response to your marketing, all the while generating more business opportunities and accelerating growth.

My partner, Mike Lieberman, and I felt the pressing need to write this book so we could pass along our knowledge and methods to the business world. Previously?, the information was only available to our clients and prospects. However, we wanted to expand the “revolution” and share how you can think about marketing in a different manner by following basic steps. Then you can live the life you've always wanted, seeing a profit from your business, and reaping the work-life balance that can make entrepreneurship so rewarding.

We only ask one thing. In a revolution, one person tells another until the new ideology sweeps the community. If you feel the Reality Marketing™ methodology is valuable enough for you to change your thinking, pass it on to a friend who owns a business and see if you can help them also achieve their dreams.

For more information, check out realitymarketingrevolution.com. And the best of luck in all your marketing endeavors!

Eric Keiles,
Chief Marketing Officer
Square 2 Marketing

Chapter 1

IS THIS YOU

When we ask our prospects, “Tell us about your company,” invariably their reply is something like, “We have good service and a great staff and neat products and lots of great things going on.” Their struggle occurs when they try to share this information with the world. They try to execute marketing tactics like advertising but get frustrated when the results don’t materialize. Figure 1.1 shows how marketing messages are rebuffed by a gray amorphous cloud called “market noise.”



Figure 1.1

What, exactly, is market noise? It could be one of several things:

- Your competition is yelling louder.
- You’re saying the right things to the wrong people.
- You are saying the wrong thing to the right people.
- Your clients are too busy to hear your message.
- You are sending the messages in the wrong medium.

Our job as small business owners, entrepreneurs, and marketers is to build a bridge over the market noise, to get to the prospects. Figure 1.2 shows how some prospects Note: the dashes should match— the ones with the dollar signs -- are ready to buy now, while those with the question marks are interested in your service, but maybe not today. We'll show you in Chapter 11 how to build a prospect database.

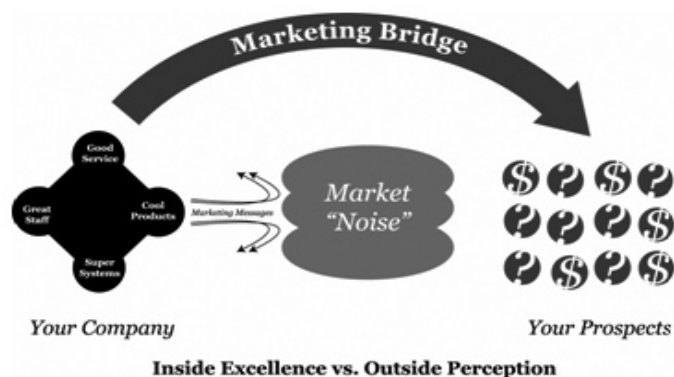


Figure 1.2

Your job is also to make sure your company's inside excellence translates into messages for the outside world. Note: Incomplete sentence So that prospects' and clients' perception of you is equal to the good things you are doing now. All the while, you are building a case as to why you are the obvious choice to do business with.

Here's an example. We were approached by a custom home construction company that was expanding its services to renovating kitchens and bathrooms in older homes. The owner came to us needing a print campaign to advertise his business. He wanted us to just design the new ads.

No problem. We asked him the same five questions that we pose to every prospect:

- What are the company's revenue goals over the next 12-18 months?*
- Who is the exact target audience that will purchase your service?*
- What pains and problems does this target market have when they purchase services like yours?*
- What solutions does your company provide to cure those pains?*
- How are those solutions remarkable enough to start a buzz and set you apart from the competition?*

These simple questions are what make up a basic marketing strategy statement. When we put them to the builder, he immediately realized he hadn't effectively planned to execute any marketing programs—he was just jumping right to the tactics. Heck, he didn't even have a name for the new service and he was already worried about the ads! **Strategy before tactics is a must when it comes to crafting an effective marketing effort.**

Strategy before tactics...but what does that mean, exactly? It's common for people to feel pressure to jump right in and start with marketing tactics. "Build me a Website," they say. "I want to start some newspaper advertising. We need a new PowerPoint presentation." But these tactics need to be organized and integrated into an overall plan or strategy. That way, the efforts put forth to create an effective strategy will insure that the tactics get results in line with the company's overall goals.

We have seen too many marketing dollars wasted on tactics without any connection to an overall strategy or plan. That is why we insist on *strategy before tactics* with every client and assignment. Our job is also to ensure that tactics like advertising

are part of a larger plan with goals, objectives, and metrics to effectively measure their success.

Here's another example. The owner of a local restaurant decided to retire. The location was fantastic, so a successful entrepreneur in the construction industry leased the spot and decided to open a new hamburger café, a venture he'd never tried before. He called us, looking for help with his Website. Again, we asked the five questions and his only answer was, "We're going to use fresh ground beef, not frozen."

What? That's all you've got? That's going to be the reason people line up to sample your fare, tell all their friends, make plans to meet there, and spend lots of money for years to come?

We can only say, as we did to him, that his fate was sealed. Just like opening up the "greatest retail store on the North Pole" is futile, having a business without a basic marketing strategy spells certain death.

Realty Byte

Small Business Success

Three things you need:

- 1) The ability to abandon a plan when it doesn't work
- 2) The confidence to do the right thing even when it costs you money in the short run
- 3) Enough belief in other people that you don't try to do everything yourself.

Seth Godin – Author and Blogger, www.sethgodin.com

Unfortunately, most small- and medium- sized business owners cannot answer the five questions. Often they are exceptional tacticians—expert at what they do for a living as manufacturers, lawyers, doctors, insurance brokers, home builders, or restaurateurs -- but, because they lack training in marketing, they are unable to figure out how to create an effective marketing strategy or plan.

When asked those five questions, most fall back on generic answers like, "We want to get our name out there," or "We're going to use fresh instead of frozen hamburger meat."

Don't be that person. Don't get caught being ordinary and unremarkable. Read the following chapters and change the way you market your company.

Each chapter will end with tips to get you started. If you execute these simple tips you will see instant improvements in your marketing.