

THE Awakened CEO System

Office Hours



methods

momentum

mindset

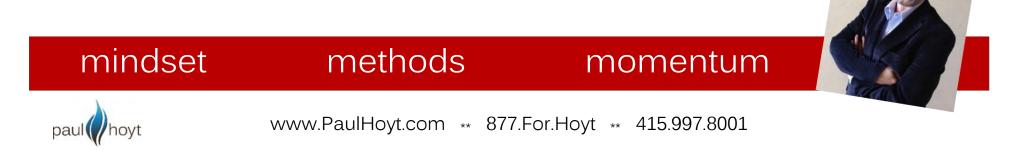


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Welcome to Office Hours

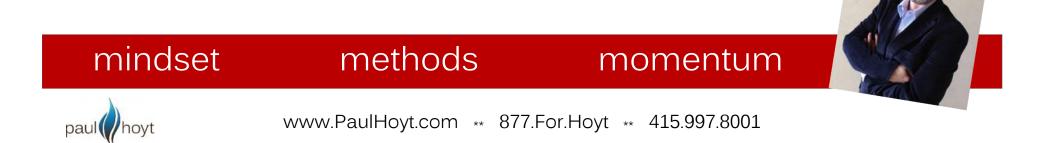
- A relaxed, informal mentoring program
- Held every Monday at Noon Pacific Time
- All recordings, slides, and exercises are archived in our member's area
- All recordings are available on my YouTube channel: www.YouTube.com/user/PaulHoyt





The Reasons

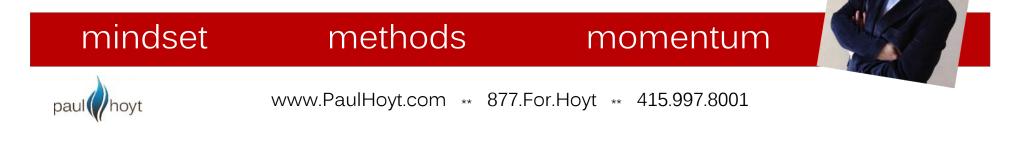
- Being a successful small business owner can be a great experience!
- It's tough you need Education, Training, Tools, and Team to be successful
- We want you to get to know us





The Reasons

- First and most importantly, we want you to know that we care about you.
- We want you to succeed in every area of your life, whatever that means to you.
- We want you to find the **greatness**, the **happiness**, the **divinity** within yourself, and then remember it, embrace it, and live it every day.





Our Passion

To increase the survival rate...

Accelerate the growth rate...

And reduce the struggle rate of businesses in America





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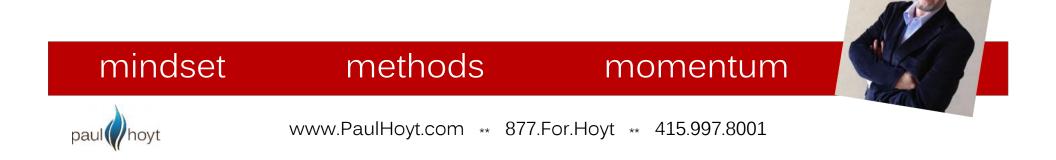
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Our Vision...

To help millions of CEOs and Entrepreneurs accelerate their business growth and enjoy greater harmony and balance in their lives

Please Pass the Word!





Office Hours Agenda

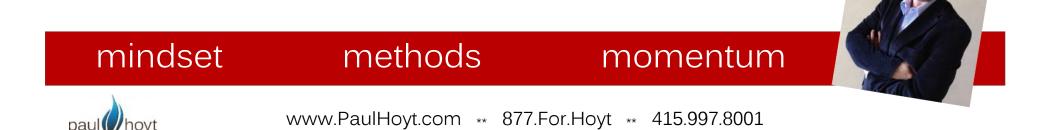
- In depth discussion of a business success principle
- Closing remarks, special offers, and invitation for next weeks session
- Open Q&A and coaching





Join Us!

- The Awakened CEO Communities on both LinkedIn and Facebook
- Business Success Principle of the Day postings on both Facebook and LinkedIn
- Energy of the Day posting on Facebook





Today's Topic:

How to Be GREAT at Marketing!





The Key Performance Areas





The Key Performance Areas

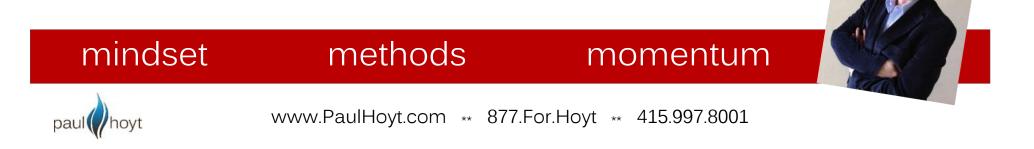








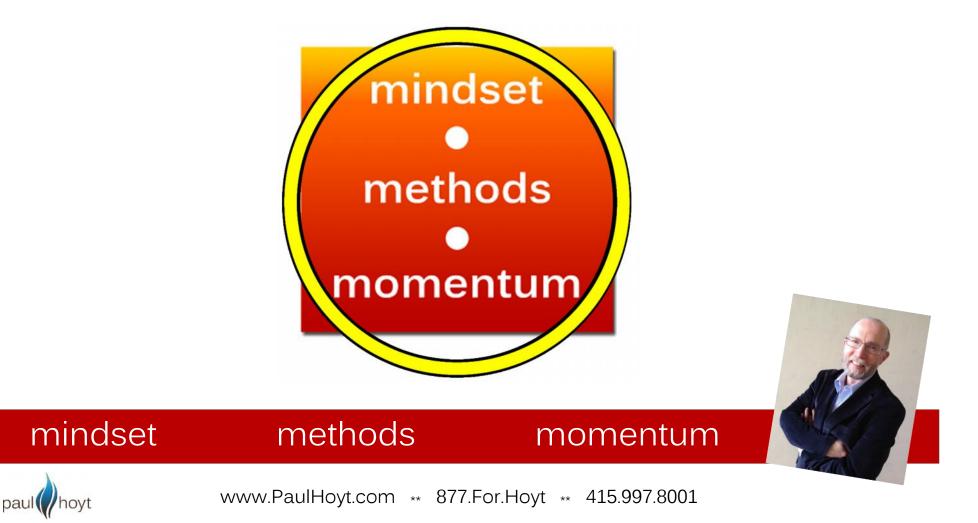
A Balanced and Comprehensive Approach to Business Growth, on multiple levels







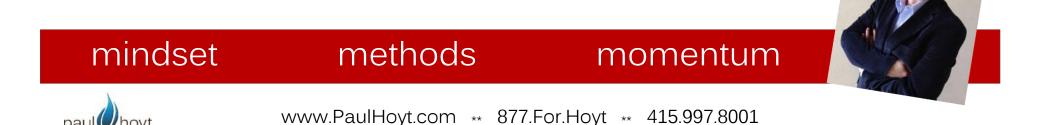
The Awakened CEO System





Agenda

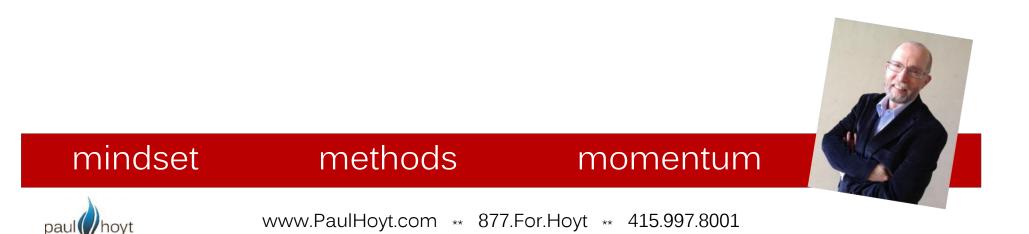
- How To Transform Yourself
 and Your Company
- What is Marketing?
- The Value of Marketing
- The Seven Marketing Success Principles
- The Bottom Line





How To Change

- What to do Education
- How to do it Training
- Doing the work Coaching





The Awakened CEO System Levels of Performance





Doing the Work

- Mindset your beliefs and perspectives
- Methods your plans, processes, and procedures
- Momentum taking action, accelerating your velocity

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What is Marketing?

- One of the most difficult and expensive aspects of your business
- Tough to get marketing experience
- Tough to develop a winning marketing mindset





What is Marketing?

- Understanding the needs and wants of the market place
- Branding and positioning your products and services

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 Packaging your products and services so that they meet the needs and wants of the market place





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What is Marketing?

- Selecting your market segments and your routes to market
- Communicating the value of your products and services

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• Generating leads





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Value of Excellence

- Customers are lining up at the door!
- People seek you out
- You are highly recommended
- People respond to your campaigns
- People are eager to talk to you

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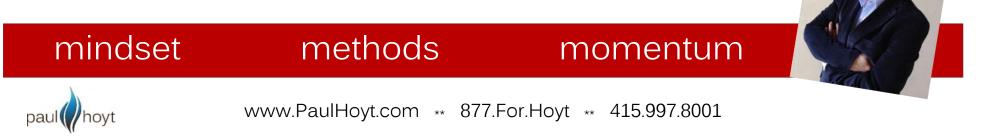
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Impact of Poor Marketing

- No one seeks you out
- No one knows you exist
- No one responds to your campaigns and they don't want to talk with you
- Marketing dollars are wasted and ineffective
- Lead generation is poor
- Sales are very low





Seven Principles of Great Marketing

- Listen to Your Market and Be Market Driven
- Niche Your Marketing
- Package and Price your Products Effectively
- Communicate Effectively at Every Touchpoint
- Cultivate a Great Marketing Support Team
- Keep up with Changes
- Generate High Quality Leads





Seven Principles of Great Marketing

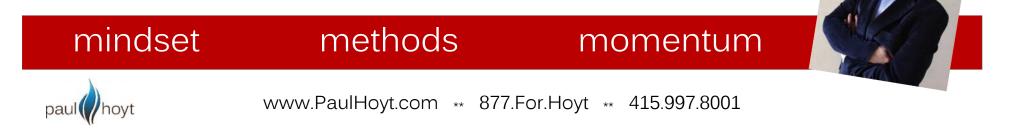
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Market Driven vs. Product Driven

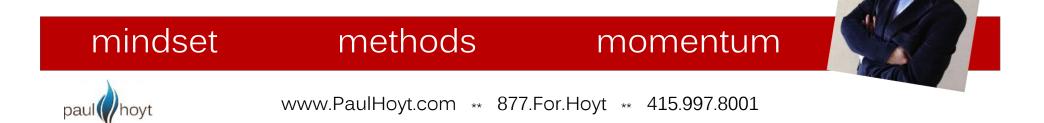
- Market driven companies find a need
- Market driven companies can have a 90% success rate!
- Product driven companies innovate first
- Product driven companies have a 1-2% success rate





Market Driven vs. Product Driven

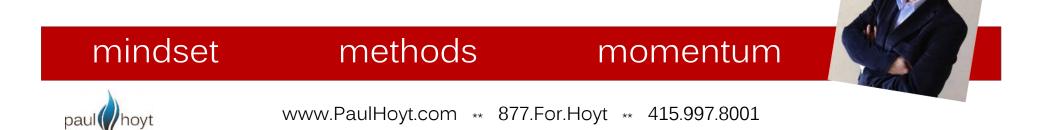
 If you prove that the market wants your product or service with exactly the price point and the exact feature set that you intend to create before you even develop the product, you have a much, much higher probability of success!





Fix the Pain

- Solve a problem.
- Find a pain.
- Find a pain in the marketplace and **create an immediate fix** for that pain
- It is better to sell aspirin than vitamins!





You Are Not the Market!

- The Market doesn't think and feel like you do!
- The votes of your friends, neighbors, and family don't count
- The market doesn't care about you!

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- They only care about their pain and their pleasure!
- You cannot predict what the market will buy – you have to ask and I have to test!





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Pay Attention to Your Competition

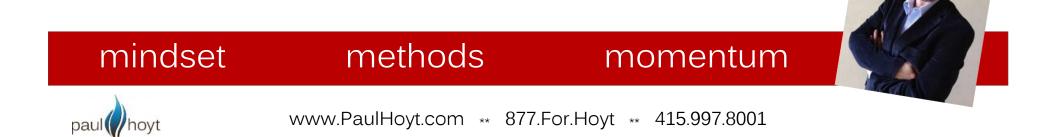
- Your competition can provide great clues on what you market wants
- There is always competition!
- Some competition is direct other competition is indirect
- Assume some of your competitors are all hard working geniuses and watch what they do





John Brown's Eyes

- "To sell John Brown what John Brown buys, you must see the world through John Brown's eyes."
- To do that, you have to ask John Brown what he is thinking and feeling!





Being Market Driven

- Mindset choose to be humble, smart, and courageous
- Methods surveys, face to face conversations, competitive research
- Momentum get in the habit of asking great questions!

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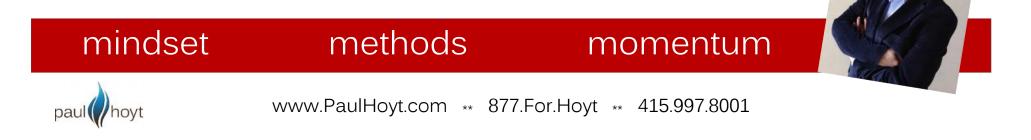
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Why Niche?

- You cannot market to everyone!
- You do not have the budget
- You have to control the cost of customer acquisition
- Establish a beachhead and then grow from a position of strength





Classic Market Segmentation

- Consumers:
 - Geography
 - Demographics
 - Income Level

- Businesses
 - Geography
 - Industry
 - Revenue
 - Class of business

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New Market Segmentation

- No geographic focus
- Offline organizations and communities
- Online communities
- Other digital connections

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• Partners' lists



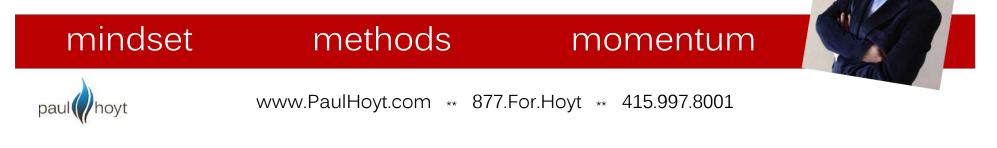
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Finding Your Customers

- Go physically or digitally where your customers go and meet them there
- Find out who is already talking with them and selling to them, and partner with them
- Focus on specific market segments because you do not have the time and you do not have the money to market to everyone





Routes to Market

- Once you niche your market, find your customers, and find your partners...
- ... choose your Routes to Market.
- There are dozens to choose from:
 - Direct sales, trade shows, live events
 - Store fronts, boutiques, big box, catalogs
 - Websites, affiliates, online catalogs
 - Shopping channels, infomercials

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Niching Your Marketing

- Mindset focus on your ideal customer, let others show up
- Methods profile your customer base and do your research
- Momentum develop a plan to nail your ideal customer today, then confirm what you think you know

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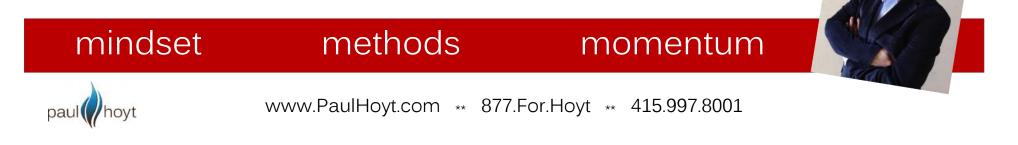
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Packaging is Expensive!

- The marketplace expects high quality packaging
- It takes time and money to present a quality image to the marketplace
- Can cost \$30-\$50,000 to package a product for Wal*Mart!





Digital Packaging is too!

- Changes very rapidly
- Websites need to be refreshed every year or so
- Landing pages and sales letters change frequently, too





Branding is Critical

- People infer the quality of your product or service by the quality of the packaging
- Your brand is established every time you come into contact with your customers or your prospects
- Your brand has to be updated every 3 to 5 years
- You have to stay current and fresh with the marketplace

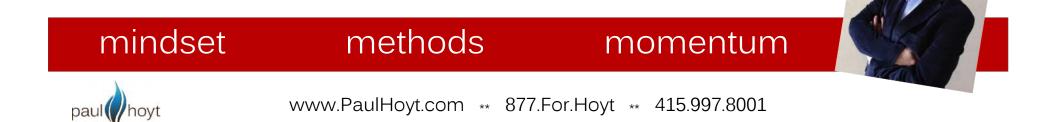






Discounts and Specials

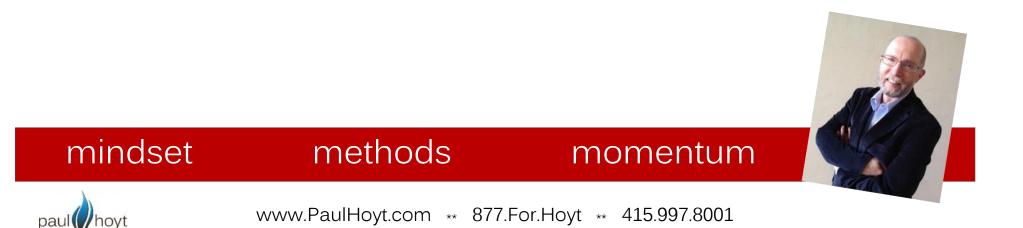
- Some industries have trained their customers to expect massive discounts
- Discounts help plant the idea that your customer is getting massive value
- People want to feel like they are getting a good deal





Pricing Strategies

- Cost-plus
- Competition
- Value Base Pricing





Change the Price, Change Your Prospects

- When you change the price, you change the prospects you attract
- Some people want a more expensive product or service
- You don't always have to change the product!





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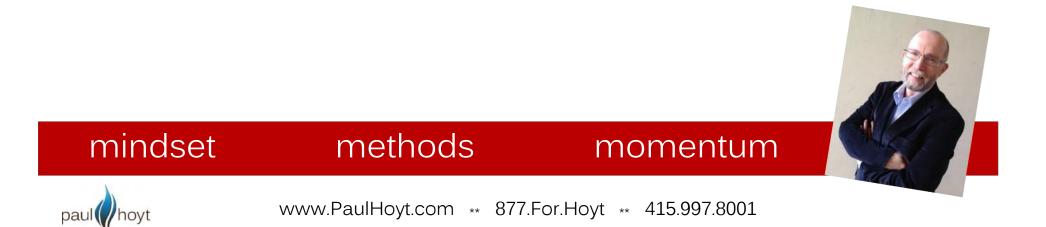
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Be Consistent!

- Your price must be consistent with your overall brand and message
- Quality branding leads to premium pricing
- Poor packaging doesn't go with a high price





Packaging and Pricing

- Mindset Visual appeal is essential; be confident in your value; pricing determines customers
- Methods Competitive research; pricing experiments
- Momentum Ask people for their honest feedback on your visual appeal and prices

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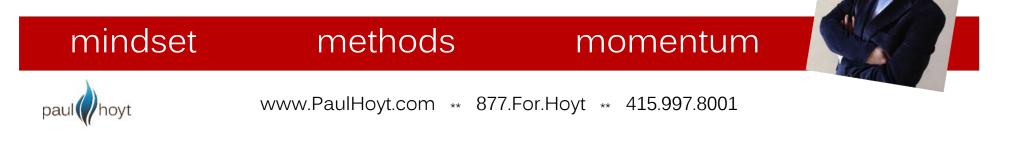
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Touchpoints

- Any time your prospects, customers, or partners come into contact with your business...
- ... Business cards, website, brochures, gifts, calls, meetings, emails
- Every contact is related to marketing
- Excellence requires consistent, reliable, and predictable messages





Consistency

- Business cards, website, brochures, etc. all need consistent messaging and visual presentation
- Greeting your customers, jingles, phrasing, theme songs, are also important
- Inconsistency causes confusion

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• Consistency builds comfort and safety



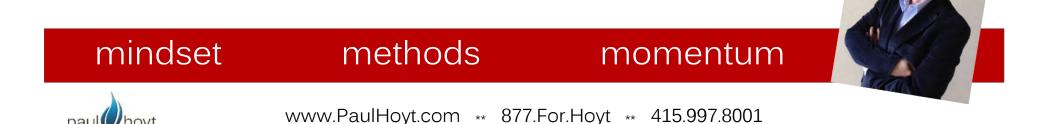


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Predictability

- Newsletters
- Blogs
- Articles
- Email messages
- Some randomness thrown in can attract attention, too





The Marketing Equation

- Interrupt
- Engage
- Inform
- Offer

- Headline
- Emotional Appeal
- Details
- Call to Action







Touchpoint Consistency

- **Mindset** Embrace the need for consistency at all Touchpoints
- Methods Make sure your marketing team understands

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 Momentum – Develop your scripts and logos and talk to your team







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Your Marketing Support Team

- Branding experts
- Graphics designers
- Website developers
- Advertising experts
- Copywriters
- Referral partners
- Others





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Branding Experts

- Brand strategy
- Brand implementation
- Brand maintenance





Graphics Designers

- Style Guides
- Colors
- Logos
- Fonts / Typefaces
- Image selection
- Animation





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Website Developers

- Create websites
- Maintain websites
- Refresh websites
- User experience
- User interface
- Backend development, too

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Advertising Experts

- Develop messaging
- Create ads
- Pick platforms and media
- Buy airtime and place ads

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• Target the ads



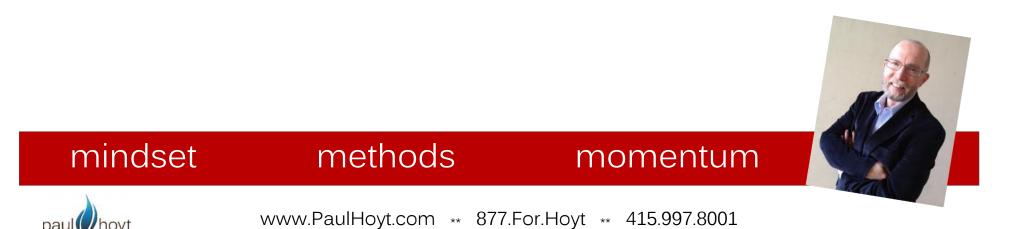


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Copywriters

- Develop copy and content
- Paint pictures with their words
- Harder than it looks!





Referral Partners

- Bring leads
- Sell your products and services on their websites
- May have cross links or endorsed email campaigns
- It's the way you grow your list

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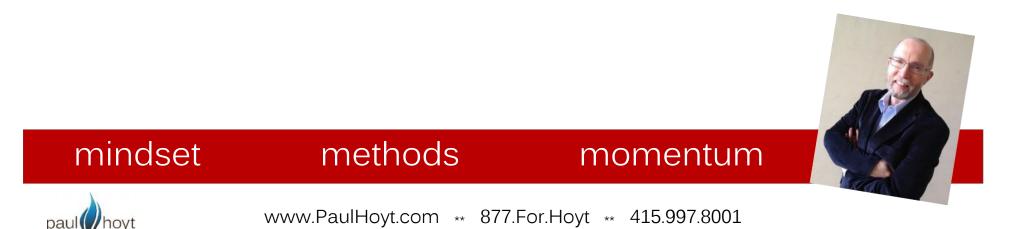


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Other Marketing Consultants

- Design and execute marketing campaigns
- Manage launch events and other events
- Determine marketing budgets
- Create and run your marketing calendar



Your Team

- **Mindset** Expertise is critical; mediocrity looks really bad
- Methods Ask for referrals; focus on sue diligence
- Momentum Get support from the start







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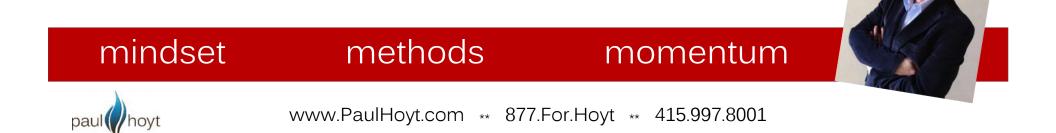
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Changing Tactics

- People rapidly learn to filter out unimportant information
- They get thousands of messages a day
- Delivered in a lot of different ways
- You have to continually change tactics in order to be heard





Marketing Evolution

- Face to face
- Print ads
- Radio and TV
- Direct mail
- Teletype and Telex

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- Fax
- Auto dialers

- Events
- Emails
- Banner ads
- Pay per click
- Social media
- Mobile media

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Trends in Communication

- Print is dying
- TV ads are dying
- Messages are getting shorter

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- Video is everything
- Mobile is the media





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Keeping Up

- **Mindset** Embrace change; what works today won't work tomorrow
- Methods Keep your eyes open!
- Momentum Try something new today, and every month

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Quality Lead Generation

- The entire purpose of any marketing expense is to generate a qualified lead!
- You have to generate leads in order to stay in business
- It is not optional







Types of Marketing Activities

- Brand Awareness
- Lead Generation





Brand Awareness Messaging

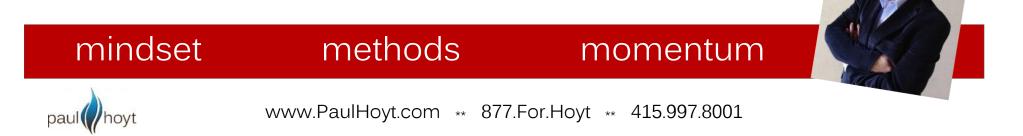
- Put your name out without an offer
- Sponsorships, billboards, other signage
- Does not follow the marketing equation
- Only pays off in the long term
- Very difficult to measure
- Not likely to generate a high volume of leads





Lead Generation Activities

- Measurable!
- Have a specific Call to Action that is trackable
 - Discount codes
 - Special 800 numbers
 - Email addresses
 - Some other method





Many Ways of Generating Leads

- Ideally, they are integrated and synergistic
- Don't put your eggs in one basket!
- Some done by people:
 - Networking events
 - Sales team
 - Telemarketing team

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Many Ways of Generating Leads

- Some methods are automated or digital
 - Door hangers, brochures, direct mail
 - Emails to your list and other lists
 - Print, broadcast radio and TV

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- Podcasts, Internet radio and TV
- Pay per click
- Social media





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Quality Leads

- Mindset Focus on the leads
- Methods Work with marketing professionals and demand results
- Momentum Try something new today, and every month

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Multiple Lead Sources

- Don't put all your eggs in one basket
- Effectiveness changes over time
- Having multiple sources is the key to growth and stability





Excellence in Marketing Mantra

"I am committed to **listening** to my customers and solving their problems. I will **let the market tell me** how to serve them and what to sell them. I will **niche my products and services** and find my most lucrative and dependable market segments. I will **spend my marketing dollars wisely**. I will **package and price** my products and services so that my customers clamber for them. I will **communicate effectively** at every touchpoint. I will cultivate a **great marketing support team**. I will **keep up with changes** in marketing tactics. I'll constantly be testing new messages and techniques, and I will **generate plenty of high quality leads** for my sales team to close".



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The Bottom Line

- Marketing is one of the most important areas in business
- You can have great marketing... but most likely through having a great marketing team
- Focus on making improvements every month





Agenda

- How To Transform Yourself
 and Your Company
- What is Marketing?
- The Value of Marketing
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Homework / Exercise

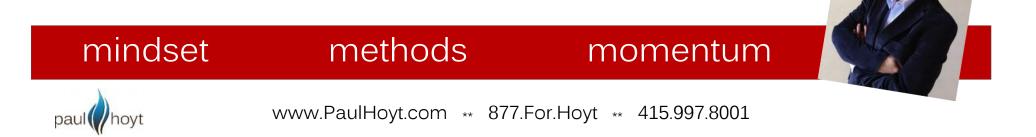
- Talk to your coaches and colleagues about marketing
- Begin cultivating or acquiring a great marketing team
- Focus on having excellent marketing from the start





Open Q & A and Coaching – in a minute

- Comments and questions on the topic of the day, then any other issues
- Tell me what your biggest "take-aways" are and what insights you gained from this presentation
- Tell me what you are going to focus on





Our Support Services

Service	Teach You	Do It With You	Do it For You
Education	X		
Training	X		
Coaching	X		
Advising / Mentoring	X	X	
Consulting		X	X
Growth Management		X	Х



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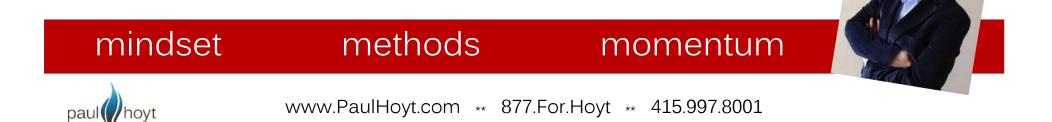


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Next Office Hours: Jan. 18th

- Topic is: How to Be Great at Product
 Development
- Let me know what topics you would like for me to address: <u>www.PaulsSurvey.com</u>
- Do your homework!





OpenQ&A and Coaching

- Comments & questions on the topic of the day, then any other issues
- Contact Me at paul@paulhoyt.com call or text: 415.997.8001
- www.SchedulePaul.com





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